



Lexie Lee

Social Media Manager and Creator

London, UK

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Links

[Website](#) [LinkedIn](#)

Languages

Chinese (Fluent)

English (Fluent)

Cantonese (Fluent)

About

Hi, I am Lexie, a social media marketing and community manager specialised in elevating luxury and lifestyle brands with premium content creation and creative social media strategies.

In the past years, I have worked with 10+ clients in diverse industries to develop and execute a proactive social media calendar, managing all phases of social media marketing. I have worked regularly with B2B and B2C clients to produce performing social content on platforms like Instagram, Pinterest, and LinkedIn.

I love collaborating with lifestyle and luxury brands to show their best side on social while maintaining an authentic brand voice.

BRANDS WORKED WITH

Estée Lauder Companies

Microsoft

Experience

● Social Media and Creative Marketing Manager

| Jul 2019 - Now

Created 400+ pieces of content in a wide variety of formats (still images, gif, reels videos, copy, website images) from concept, research, to design, delivery

Accomplish 1 m organic impressions and 479.08k audience on Pinterest in a year and created two successful Pinterest boards with an average of 83.98K impressions



● Azure Cloud Marketing Manager

Microsoft | Jul 2018 - Mar 2019

Planned a year of pioneering marketing programs for developers and executed across social media, meetups, and conferences, in collaboration with GitHub, Open Source Hong Kong, and agencies

Drove the Hong Kong-first AI x Drones Joint Universities Competition by liaising with DJI, internal functions, Microsoft partners, and the Shenzhen developer team which has resulted in 200k campaign impressions on Facebook and 12 press coverages

● E-Commerce Intern, APAC

Estée Lauder Companies | Jun 2016 - Aug 2016

Liaised with 5 APAC markets to align campaigns and ensure unified marketing messages and visuals on Bobbi Brown's e-commerce website

Analysed sales and website traffic metrics to generate key insights for brands (Bobbi Brown, Lab Series) on e-commerce website, retailer website, and third-party platform

Education & Training

2020 - 2022 ● **Willem de Kooning Academy, Rotterdam, Netherlands**

Bachelor of Fine Art, Bachelor of Fine Arts

2014 - 2018 ● **The Chinese University of Hong Kong**

Bachelor of Business Administration in Global Business Studies, Bachelor of Business