

Christie Lee

(646) 942-2609 hl3960@columbia.edu [Linkedin](#)

EDUCATION

Columbia University Graduate School of Journalism, New York

Master of Science with a Specialization in Documentary

Aug 2025 – Present

Expected graduation date: August 15, 2026

- Was a Production Assistant for a political campaign video shoot for New York City’s comptroller Brad Lander on behalf of Melted Solids, a full-service production agency.
- Shooting a 20 minute documentary on the generational change in Manhattan’s Chinatown

University of Toronto, Canada

Bachelor of Arts in Philosophy and Sociology

Sept 2017 – 2021

WORK EXPERIENCE

Sinclair, Hong Kong (Award-winning Public relations agency)

May – Aug 2025

Public Relations Executive

- Developed pitching strategy, measurement report, and press release, generating over 1,000 news coverage and a 3.8% Instagram engagement rate across China, Hong Kong, and APAC
- Led content team and interns; managed social media content strategy, direction, and execution for integrated marketing campaigns and coordinated with an average of 10-20 influencers
- Key Accounts: Booking.com, Hong Kong Stock Exchange, Sino Group, Médecins Sans Frontières (Doctors Without Borders)
- Key Campaigns: ASEAN Film Festival (Aug 2022), MSF Day 2025: Lifesaving Without Pause (July 2025), Hong Kong Stock Exchange “Gong Tour” (June 2025)

MSLGROUP, Hong Kong (communications agency under Publicis Groupe)

June 2024 – March 2025

Senior Associate

- Ideated, planned, and developed the content direction and deck for a multi-channel environment, generating over 20 million organic views across Instagram, X, Meta, Threads, and TikTok
- Wrote English SEO copy for all communication channels like app, web, and social media
- Key Accounts: Cathay Pacific, Starbuck, HSBC, Standard Chartered, Kiehls
- Key Campaigns: Hong Kong Rugby Sevens (March 2025), Sanrio x Starbucks 50th Anniversary “Together in Fun” across 13 APAC markets (Sep 2024), Cathay Pacific, “Aria Suite” (Oct 2024), Hong Kong Palace Museum, “The Forbidden City and The Palace of Versailles” (Dec 2024)

K11 Concepts Limited, Hong Kong (Big 4 property developer in Hong Kong)

Oct 2022 – Jan 2024

Social Media Editor

- Ideated, planned, shot, edited, social media videos focused on food and beverage, fashion, art and culture, and pop-ups, creating a 16% follower increase with an average organic engagement rate of 4.3%; wrote copy for app, web, and newsletters
- Planned and wrote English copy for 1,000+ brands, from art & culture, entertainment, lifestyle, retail, in addition to cross-selling CRM campaigns, artist collaborations, branding, and more.
- Made weekly reports based on video engagement; revised social media strategy to meet KPI
- Key Campaigns: Louis Vuitton Men’s Pre-fall 2024 Show (Nov 2023), Art Karnival, “City As Studio” exhibition (Mar - May 2023), Asia’s First Azuki Pop-up (Oct 2022)

SKILLS

- Final Cut Pro (Advanced), Adobe Premiere Pro (Advanced), Adobe After Effects (Proficient), Davinci Resolve (Proficient), Canva (Advanced), Procreate (Advanced), Wildmoka (Proficient)
- Language: Published in Chinese; English (Native); Cantonese (Native); Mandarin (Proficient)