

Alex Lee

Brand & Design Executive, FedEx-TNT Australia

88 Curtin Ave
Wahroonga NSW

M. 0404 861 171
E. hello@alexlee.com.au

Education

2005 -2006

Design Centre, Enmore (TAFE NSW, Sydney Institute)

Diploma, Graphic Design

2000

University of Kentucky - Exchange Student Program

Bachelor of Arts - Theatre Production - Design Concentration

1999-2001

Charles Sturt University

Bachelor of Arts - Design for Theatre and Television

Employment History

Nov 2015 ~ Present - FedEx Express - TNT, Australia

Brand & Design Executive

Reporting to General Manager, Marketing, as the FedEx-TNT brand custodian for FedEx-TNT Australian Business Unit (ABU), I ensure the brand remains true to the global brand guidelines that all external and internal representations of the FedEx-TNT brand reflect global/corporate requirements. Together with the broader marketing team, I support developing marketing strategies and consulting or leading the execution of key brand projects.

Key responsibilities:

- Manage/support broader cross-functional teams on specific FedEx-TNT identity or creative-led projects end-to-end- from objective setting and briefing through strategy, creative, execution and measurement.
- Manage/support successful Go-To-Market campaign plans as well as Post-campaign reporting.
- Manage/develop contents and its campaign strategies for FedEx Australia's YouTube Channel, Facebook and LinkedIn.
- Manage FedEx-TNT websites and undertake detailed analysis and reporting on digital campaign performance using Google Analytics and Adobe Analytics (Experience Cloud).
- Manage the FedEx brand sponsorship with Rugby Australia on Super Rugby Referees.

Since the FedEx acquisition of TNT in 2016, I've been leading the FedEx-TNT brand integration project in Australia, New Zealand and Fiji.

The brand integration project includes the brand auditing of 46+ TNT facilities, 2700+ TNT fleets nationally and then rebranding those to the FedEx end-state branding. And then the rolling-out of new FedEx uniforms to the 3000+ TNT legacy frontline employees.

Jun. 2012 ~ Oct. 2015 - The Creative Shop

Digital Project Manager / Producer

Reporting to director, implementation, as a digital project manager my role is to produce and manage various digital marketing campaigns for international brands including P&G, City of Melbourne, Nike, Disney, Mercedes-Benz, AFC Asian Cup 2015 and Destination NSW to name a few. Acting as a 'go-to' person, I ensure all the projects to be delivered with the best possible outcomes within the due date.

The Creative Shop is an interactive marketing agency, specialising in interactive digital content, bespoke digital brand activations & semi-permanent technologies for customised, short-term hire.

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Employment History Con't

Dec. 2006 ~ Oct. 2010 - JETS Swimwear

Multimedia / Digital Manager

Reporting to Creative Director, I played key roles to produce various promotional items in both digital and print media including posters, POS banners, lightboxes, promotional videos, websites, edm, interactive presentations and many more. I was also deeply involved in company's R&D in multimedia technologies as well as creating new workflow in internal multimedia and digital printing process.

Jets Swimwear is premium swimwear brand. Jets upholds a standard of quality through its heritage of craftsmanship and unique design style. Selling to prestige fashion boutiques and department stores all over the world.

Sep. 2004 ~ 2005 - Starforce Pty Ltd

Design Consultant

As a design consultant, I provided the design solutions to the clients in the area of corporate identity design, brochure design and etc.

Starforce is a small business consulting company who provides the solutions for the small business in the area of PR management, Graphic Design, Marketing, IT supports, web design solutions.

Additional Achievement/Awards

2020 - FedEx BravoZulu Award for Successful Brand Integration of FedEx and TNT

2016 - TNT 'Extra Mile' Award - Staff of the month award

2015 - POPAI's Best Shopper Experience Pinnacle Awards with 3 Gold and 2 Silver Awards

2013 - Appointed as a committee member for Ministerial Consultative Committee for NSW State Government, representing Korean Communities in Sydney.

2011 - Voted as the president for Korean Australian Young Leaders Inc.

2011 - Invited to 'The 14th Future Leaders Conference in Korea' which was organised by the Ministry of Foreign Affairs and Trade, South Korea as a Korean-Australian representative.

2008 - Mac Madang Monthly Magazine (Korea) / *Software Columnist*

2006 - Design Centre, Enmore (TAFE NSW) / *Web Design Competition Finalist*

Skills and Software Programs

Applications:

Adobe Creative Cloud, Google Analytics, Adobe Analytics, Adobe Experience Manager, Cinema 4D, Live Interior 3D, Sketch Up Pro, FinalCut Pro, Adobe After Effects CC, Adobe Premiere Pro

Web language / Applications:

Good understanding of HTML 5, CSS3, Flash Action scripts, Wordpress (CMS)

Office Applications:

Microsoft Office (Word, Excel, Power Point), iWorks (Pages, Numbers, Keynote), Evernote

Additional Language

Korean - Fluent both in verbal and writing.