



I-SHAN LEE

Taiwanese creative professional working at the intersection of communication, culture, and sustainability. With a background in German studies and advanced training in social design and sustainable innovation, she combines strategic thinking with creative execution. Experienced in international collaborations and socially driven publications, she approaches complex challenges through creativity, aiming to shape more sustainable and thoughtful ways of living.



Education History

SRH University / Berlin, Germany
M.A. in Social Design & Sustainable Innovation
Oct. 2025 - Present

Industry-academia collaboration experience

- Sustainable fashion shop
- Smart water infrastructure start-up
- International advertising agency

Soochow University / Taipei, Taiwan
B.A. in German Language and Culture
Sep. 2011 - Jun. 2015

- Minor: English Language and Literature
- Program: Creative Cultural Industries
- Extra Courses: Korean, Photoshop, Indesign
- Creative Advertising Planning Workshop
- Business Planner Training Course



Work Experience



Senior Creative Copywriter - JOLA International / Kaohsiung, Taiwan
[Mar. 2025 - Present]

- Transformed a sustainable skincare brand by restructuring its official website (7 levels, 20+ pages) to strengthen brand clarity and user experience.
- Developed 5+ cross-channel campaigns integrating Taiwan's culture, art, and organic agriculture, aligned with SDGs.
- Led the rebranding of the brand's classic range, successfully reigniting consumer interest and increasing social media engagement by 10%.



Housekeeping Supervisor - Wunan Foundation / Kununurra, Australia
[Apr. 2024 - Oct. 2024]

- Supported 20+ Aboriginal community members in skill development and workplace integration.
- Trained and supervised 10+ international workers across 3 departments, ensuring work readiness and performance.
- Monitored daily operations, reporting progress, and recommending improvements.



Copywriter - The A Team / Taipei, Taiwan
[Dec. 2021 - Sep. 2022]

- Strengthened brand positioning for a local food corporation by optimizing e-commerce platforms and social media, contributing to improved online engagement and sales performance.
- Helped Volvo Taiwan distributor unify 3 sub-brand identities across visual and messaging systems.
- Produced Vespa Taiwan's first branded video series featuring local artists, expanding reach to younger audiences.





Copy Director - Dentsu McGarryBowen / Taipei, Taiwan

[Apr. 2018 - Dec. 2021]

- Led branding and digital campaigns for clients including Adidas, LINE, Chinese Taipei Olympic Committee, and Yamaha, strengthening brand positioning through video storytelling and integrated digital strategy.
- Drove social media growth for Yamaha Taiwan, increasing followers by 2,500 and achieving engagement rates exceeding 15%.
- Conceptualized and executed an 11-minute branded film for Schroders, earning 20+ international advertising awards.



Editor - Book Republic Publishing Group / New Taipei, Taiwan

[Oct. 2015 - Aug. 2017]

- Published 9 titles across psychology, social science, and food culture, with a focus on sustainability.
- Developed the brand identity for a new lifestyle magazine.
- Identified and published 10+ foreign titles in Taiwan, achieving consistent sales performance.



Summer Intern - Shang Shan Human Culture Foundation

[Jul. 2014 - Sep. 2014]

- Event Planning & Execution: Participated in 5 arts and cultural promotional activities.
- Environmental Art and Ecological Experience Camp: Participated in volunteer activities, led children to learn more about local culture, ecology, and landscape, and enhanced their awareness of sustainability and environmental protection.
- Local shops revitalisation: Collected and edited the stories from the local old districts, helped the locals revitalise their neighbourhood, and received feedback from up to 80% of the shops.



Skills & Qualities

- Content Creation
- Copywriting
- Integrated Marketing
- Strategic Thinking
- Project Management
- Branding
- Multitasking
- Dependability
- Collaboration
- Problem-solving
- Attentive
- Proactive



Languages

- **Mandarin & Taiwanese** - Native
- **English** - Proficient
Certificate: IELTS Academic Overall 7.5
- **German** - Intermediate
Certificate: Das Goethe-Zertifikat B1



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