Lovelle Woolim Seo

BRAND LEAD | CPG, PRODUCT & GROWTH

seolovelle@gmail.com
424.227.2411
seolovelle.com

SUMMARY

CPG brand leader who connects product, positioning, and growth. Promoted from Brand Designer to Brand Lead across Manukind and Formuland within a year, now owning brand strategy, product pipeline, packaging and claims, DTC/Amazon, partnerships, and performance. Cut Manukind cost per purchase from $211 to $5.20, grew sample repurchase from 2% to 15%, and increased brand revenue 500% in three months.

WORK EXPERIENCE

Brand Lead

Manukind & Formuland | OCT 2025 – PRESENT

- Brand strategy: Positioned Manukind as a premium baby and family care brand and built the brand architecture and 40-page system governing product, packaging, ecommerce, paid media, social, and retail.
- Rebrand and commercialization: When the USPTO refused the Manukind mark, led the strategic response and full transition to a new baby and postpartum skincare brand. Own positioning, naming, identity, packaging system, claims, GTIN and Amazon migration, and launch planning for the first SKUs under the new mark.
- Growth and consumer journey: Designed a sample-pack trial funnel that cut cost per purchase from $211 to $5.20 in one month. 3,476 Meta-attributed purchases in six months; sample repurchase grew 2% to 15%, subscription to 10%, and brand revenue 500% in three months.
- Community and consumer advocacy: Created the Baby Club, a 50-parent ambassador program that grew from $1K to $12K monthly revenue and produced 300+ content assets, including 100 with exclusive paid-use rights. Led recruiting, contracts, shoots, approvals, and performance feedback.
- Omnichannel growth: Repositioned Formuland as a premium family brand and led collaborations with Holle, LittleOak, and Mama Earth. Monthly Meta purchases grew from 599 to 3,181, ROAS from 11 to 23, and media spend scaled 3.2x; email contributed 30% of store revenue.
- Purpose and brand trust: Conceived Kindness Circle, linking diaper subscriptions to monthly donations for families in need. Directed the campaign and donation drive supporting 100 families with 5,400 diapers and 500 clothing items.
- Product and ecommerce: Own a six-category expansion roadmap from concept through stage-gate, packaging and claims compliance, and launch. Leading two launches now; redesigned DTC product pages, rebuilt Amazon listings, and developed retail sell-in materials.
- Cross-functional leadership: Direct an assistant designer, ad designer, photographer, UX/UI designer, content strategist, social media manager, and external paid-media agency. Approve brand execution across packaging, ecommerce, paid, social, and email.

Brand Designer

Good Things Last | JAN 2025 - OCT 2025

Haru Cake: Built a cohesive consumer brand experience across identity, packaging, merchandise, spatial design and customer touchpoints.

- Translated brand strategy into retail signage, product presentation and coordinated physical and digital creative.

Graphic Designer

Freelancer | 2020 - 2025

- Developed brand identities, merchandise, ecommerce and social creative for consumer, music and fashion clients; managed brand experiences across 7+ websites and social channels.

Production Staff

WESKE Entertainment | DEC 2017 - AUG 2019

- Supported K-pop concerts, fan events and artist appearances; managed event staff and coordinated artist road managers, production crews and onsite teams.

CORE COMPETENCIES

Brand strategy and architecture · Product innovation and commercialization · Stage-gate and launches · Packaging and claims compliance · Consumer insights and KPI ownership · DTC, Amazon, and retail · Subscription and retention · Community and ambassador programs · Brand partnerships · Paid media, email, and agency management · Illustrator, Photoshop, InDesign, Figma, After Effects, Premiere Pro, Cinema 4D · Shopify, Amazon Seller Central, Meta Ads Manager, Klaviyo

EDUCATION

Master of Design, Brand Design & Strategy

ArtCenter College of Design, Pasadena, CA
Expected JUN 2027

ArtCenter Graduate Scholarship | GPA: 3.5

BFA, Illustration & Motion Graphics

ArtCenter College of Design
2015 - 2019