

Jeeyon Choi

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15+ years of experience leading the full vision, conceptualization, and execution of content across brands and agencies. Expert in strategy, design, and directing/producing photoshoots, demonstrating success in guiding multidisciplinary creative teams. Elevating brands through growth-focused creative—from full-scale marketing campaigns to website design, packaging, retail displays, social media, and product launches.

Parsons the New School of Design BFA Degree

Bronx High School of Science HS Degree

**Head of Creative
Creative Paid Strategy
Advertising
CRM Management**

Color Street
Art Director | Creative Lead
(March - Nov. 2025)
Led a 7-person team, reducing Meta/Google ad costs by 50% with 5-9x ROAS. Directed all brand creative and organic social, managing weekly launches that exceeded \$1M in sales within three days.

Mod-Op Ad Agency
Art Director
(June 2018 - Feb. 2019)
Rebranded Bahia Mar Resorts, Bahamas, refining the brand with subtle logo updates and a shift toward fantasy-inspired, upscale marketing. Led print and digital advertising design.

**Director, Photoshoots
Brand Development
Head of Graphics
Video Production**

SiO Beauty
Creative Director
(Feb. 2022 - Oct. 2024)
Head of Creative for elevated rebrand and strategic paid ads (3-5x ROAS). Led visual design, photoshoots, packaging, and digital production, driving \$250K+ daily sales with strong Amazon growth.

Clé de Peau Beauté, Shiseido
Art Director
(March - June 2018)
Designed nationwide digital guidelines for CDP makeup artists with clear, visually driven layouts and step-by-step instructions for intuitive learning and consistent application across retailers.

**Digital Design
Social Media Strategy
In-Depth Data Analysis
Budget Management**

Paul Stuart
Head of Design
(Sept. 2019 - Feb. 2022)
Designed high-end menswear catalogs and email templates, with work featured in The New York Times. Expertise in typography, layout, and print production, driving record Q4 ad performance.

Rode Ad Agency
Creative Director
(Feb. 2016 - Jan. 2018)
Led a team of 3 designers in executing marketing campaigns and collateral for new development properties in New York City, including logo creation, brand identity, and website design.

