

JANG HAEUN

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EDUCATION

YONSEI UNIVERSITY, UNDERWOOD INTERNATIONAL COLLEGE M.S. in Innovation	Incheon/Seoul, Korea Sep 2024 - Present
CHUNG-ANG UNIVERSITY B.A. in Business Administration	Seoul, Korea Mar 2016 - Feb 2021
UNIVERSITY OF TWENTE Exchange semester at the faculty of Behavioral Management & Social Sciences	Enschede, Netherlands Jan 2019 – Jul 2019
GANGWON FOREIGN LANGUAGE HIGHSCHOOL English Major	Yang-gu, Korea Mar 2012 – Feb 2015

WORK EXPERIENCE

CJ E&M (Entertainment Division, Digital Content Business Team) <i>CONTENT EDITOR</i>	Seoul, Korea Oct 2020 – Apr 2021
<ul style="list-style-type: none">Designed thumbnail and edited metadata (title, explanation, hashtags) of YouTube video clips to make old videos climb up the chartSupported launching YouTube Channel ‘Amazing Saturday’; Planned ‘Nolto-Record’ and provided Kor/Eng title	
DAEWOONG PHARMACEUTICALS (Nabota Business Team) <i>MARKETING INTERN</i>	Seoul, Korea Jul 2022 – Dec 2022
<ul style="list-style-type: none">Supported marketing programs (Webinar, Hands-on Seminar, etc.)Collected and analyzed other medical aesthetic products’ marketing activities, drew insights and benchmarkPlanned & developed marketing materialsParticipated in an academic society and derived improvements	
OLIVE UNION - HEALTH TECH STARTUP (Marketing Team) <i>GLOBAL MARKETER</i>	Seoul, Korea Aug 2023 – Aug 2024
<ul style="list-style-type: none">Managed US/KR Search Ads, Display Ads (Meta, Google, Naver, Coupang)Planned Ad creatives weekly, requested & communicated with design teamOrganized & analyzed daily, weekly, monthly sales/ad performance dataManaged UGC(Influencers) campaigns – selected creators, communicated with creators, received content, planned UGC ad creatives	

EXTRACURRICULAR ACTIVITIES

MULTICAMPUS DATA ANALYST BOOTCAMP	Jan 2023 – Jun 2023
<ul style="list-style-type: none">Personal Project : Visualizing trending keywords based on bestseller book ranks (23.03.)<ul style="list-style-type: none">Presentations https://drive.google.com/file/d/1ytuCJkA5pIsLZ51ELvPH42nRvDBAva-k/view?usp=sharingCrawled two years data of yes24 monthly bestsellers(year, month, title, book introduction), preprocessed, and visualized via Konlpy, stylecloud, matplotlib	
TUMBLBUG CROWDFUNDING FOR PUBLICATION OF PHOTOBOOK <26,> link.tumblbug.com/G4FUDjruJob	Nov 2021 – Mar 2022
TEAM LEADER	
<ul style="list-style-type: none">Planned overall project to sell photobook <26,> through crowdfunding channelResearched market trends and conducted a customer survey to provide products that match customer preferencesContributed as an editor, designer, and proofreader by using InDesign, Photoshop, and IllustratorAchieved 448% of the target amount, generating 900,000won gross profit	

SKILLS & OTHERS

Languages	Korean(Native), English (Fluent - OPIC AL)
Certifications	ADsP(23.03.24.), Driver’s License
Interests	AI, UX/HCI, Media data, Mental health, Art