

# HYUN GOODWIN

**address**

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## Experience

**Lueilwitz, Lehner and Barton**

Los Angeles, CA || Senior Digital Media Planner || 06/2019 – present

- Experience in performance and programmatic media planning would be an advantage
- Fluency in Japanese as a priority and English as strong advantage
- Proficient in Microsoft Office, Google Analytics, Google Tag Manager, Google Adwords
- Experience with Salesforce and Datorama
- Experience in Data Software Performance (DSP)
- Excellent interpersonal and communication skills, willingness to ask questions and a thirst for knowledge
- Strong attention to detail with good organizational and time-management skills

**Klocko-Hintz**

Los Angeles, CA || Digital Media Planner || 07/2014 – 02/2019

- Advanced English is exclusive
- Demonstrates an understanding of media basics and concepts
- Working comprehension of strategy development
- Able to use good judgment when making business decisions and performing tasks
- Proficient with MS Office, GCM, IMS, Simmons, Nielsen, MediaOcean, PRISMA, comScore, Claravine and other industry software tools
- Able to apply critical thinking and analysis in business writing
- Experience with campaign management and ad serving technology, including Google Analytics

## Education

**Pratt Institute**

Bachelor's in Marketing

## Skills

- Keen to challenge yourself, willingness to go above and beyond for your team and clients
- Agency experience with a regional scope in South-East Asia
- Excellent communication and presentation skills and demonstrated ability to collaborate with multiple teams or business leaders is a must
- Formulate, write, and present campaign/media recommendations
- Oversee day-to-day workloads of Media Planners and Assistant Media Planners and assist in their training and development
- Utilize 3rd party research tools to develop target consumer profiles and identify strategic buying opportunities