

Cyrus Chun

M.S. Student in Software Development at Boston University

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About Me

Programming Languages: Java, JavaScript, Python, Kotlin

Web Languages: HTML5, CSS, Bootstrap

Software/Tools: Visual Studio, Eclipse, IntelliJ, Android Studio, Github, Microsoft Office, Windows, Linux

Languages: English, Japanese, Korean

Global Perspective: Dual Nationality (USA and Japan); Global Citizen: Lived in USA, Japan, Thailand

Work Experience

BAT Japan

Tokyo, Japan

Brand Executive (LUCKYSTRIKE & KOOL BRANDS)

Sep 2020 - Jul 2021

- Oversaw end-to-end development and campaign launch of new 2021 product line-up from product concept, packaging artwork, volume planning, financials, and communications to fit overall brand strategy set by Group Brand Manager.
- Presented and facilitated weekly projects meetings and briefs in both English and Japanese with research and creative agencies.
- Delivered monthly performance analysis reports of 2021 Brand initiatives to North Asia leadership and cross-functional teams.
- Recipient of BAT Employee Ethos Awards in November 2020, March 2021, and June 2021 for outstanding project performance.

Global Marketing Management Program Trainee

Oct 2019 - Sep 2020

- Assigned two 6-month rotations in Trade Marketing and International Digital Innovation teams to build marketing management skills through BAT's rigorous fast track career development program.
- Identified as high potential leadership candidate after successfully delivery of two business proposals and was promoted to junior-manager level role in North Asia Brand Marketing Team.
- Invited to London HQ to participate in two week commercial acumen and leadership workshop with graduates from 51 markets.

McCann Erickson

Tokyo, Japan

Advertising Intern

Jul 2019 - Aug 2019

- Analyzed client problems through SWOT and 5Cs Situational analysis and conducted survey research and marketing insights to identify target audience needs for advertising campaign.

BAT Japan

Tokyo, Japan

Brand Marketing Intern

Jul 2018 - Sep 2018

- Executed consumer research and market analysis that resulted in logo and packaging revamp project for Japan brand portfolio.

Projects

CodingCyrus.com

Fall 2021 Term Project (Hosting Dec. 14th)

- Currently working on Personal Web Portfolio Project showcasing concepts learned so far in Front and Back-End development, after live class presentation and permission from instructor will be deploying website publicly on web hosting service.

Education

Boston University

Boston, Massachusetts

M.S. in Software Development

Sep 2021 - Expected Aug 2023

- Current GPA: 3.65/4.0
- Fall 2021 Coursework: Introduction to Software Development, Information Structures with Java, Web Application Development
- Spring 2022 Planned Coursework: Data Structures and Algorithms, Android Mobile Application Development, Software Engineering

Waseda University

Tokyo, Japan

B.A. in International Liberal Studies

Sep 2015 - Sep 2019

- Cumulative GPA: 3.72/4.0
- Concentration in Political Economics of International Development and Minor in Global Leadership Studies.

Chulalongkorn University

Bangkok, Thailand

Study Abroad ASEAN Developmental Economics

Aug 2017 - Dec 2017

- Study Abroad at School of Economics, Received Full Merit Scholarship from Japan Ministry of Education and AIMS7 Program.