

Byeong-Hyeon Lee

Mailing address: 105-2402, JungHeung S-class Apt., 277, GwanggyoLakePark-ro,
Yeongtong-gu, Suwon-si, Gyeonggi-do, Republic of Korea 16517

Phone: 82-10-9400-9307

E-mail: zkfldb@gmail.com

Google Scholar: <https://scholar.google.com/citations?user=KL1d5KsAAAAJ&hl=ko>

Personal Webpage: <https://ethan-lee.github.io/HyeonBio/>

EDUCATION

M.A. in Media and Communication (2020), Sungkyunkwan University (SKKU), Seoul, Korea

B.A. in Digital Media (2018), Myongji University (MJU), Seoul, Korea

WORK EXPERIENCE

Olympic Broadcasting Services (OBS), Intern

Cam Assist, Technical production

Feb. 03 – 23, 2018

- During Winter Olympic Games PyeongChang 2018, assisted the OBS venue-based personnel in the following areas: Live Production, Technical Operations, and Games-Services
- Worked at the Alpensia Ski Jumping Centre in PyeongChang.

SPOTV, SBS Rio 2016 Olympic Facebook Page Manager

Aug. 05 -21, 2016

- Appointed as manager of SBS Rio 2016 Olympic Facebook page manager. SBS is one of the three major broadcast stations in South Korea.
- Managed SBS Rio 2016 Olympic Facebook page and posted short articles. Edited video clips with Adobe Premiere Pro (video editing program) related to the Olympic game and uploaded it to the page.

ONEULCHAN, Facebook & Naver Ads Manager

Dec. 05, 2020 - present

- ONEULCHAN is the startup company that sells grocery products from farming and fishing villages.
- Using NAVER Analytics and Naver ads, I analyzed numbers such as click rate, conversion rate, and ROAS on the Naver ads page to explain what each figure means. I also helped them interpret collected data from various perspectives, such as material reports, keyword reports, and media reports.
- I am currently preparing to run Facebook ads to the customized target based on ONEULCHAN page.
- ONEULCHAN is currently preparing to launch the web page. I will install Facebook Pixel Code and Tracking Code for Google Analytics. The codes will be managed by Google Tag Manager. Furthermore, A/B testing using Google Optimize is also being prepared.

PERFORMANCE MARKETING COURSES

Fastcampus, Being a Performance Marketer Jan. 18 – Mar. 01, 2021 (*ongoing*)

- Learning Performance Marketing Channel & Data Analysis Tool, Excel Dashboard, SQL, Python, and Data Analysis Project with a variety of Online Shopping Company.

Naver Boostcourse, Complete Digital Marketing Dec. 02, 2020 – present

- Learning digital marketing strategy from Marketing Channel Mix and KPI establishment, content marketing strategy, and to the channel-specific ads (e.g., Naver, Facebook, YouTube, and Google).

Google Skillship, Google Ads Display Campaign Dec. 02 – 29, 2020

- Google Display Ads is a marketing channel with a strong advantage of bringing once-out customers back to our site using a powerful technique called re-marketing.
- Learned Google Display ads and various targeting techniques. After learning, I received a certificate from Google.

Google Analytics Individual Qualification (GAIQ) Jan. 15 2021

- Google Analytics is a web analytics service that tracks and reports website traffic with the Google Marketing Platform.
- Learned effective data collection and analysis method and obtained GAIQ certified by Google.

Naver Boostcourse, Facebook & Instagram Marketing Dec. 02 – 29, 2020

- Facebook and Instagram are powerful channels that allow you to target customers you want at a small cost.
- Learned basic understanding of Facebook and Instagram, operational strategies, and furthermore, how to execute actual advertisements.

SCHOLARSHIPS

SimSan Scholarship, SKKU Spring Semester, 2020

- A person recommended by a departmental teacher for the selection of excellent graduate students and the promotion of their desire for research.

SimSan Scholarship, SKKU Fall Semester, 2019

- A person recommended by a departmental teacher for the selection of excellent graduate students and the promotion of their desire for research.

SimSan Scholarship, SKKU Spring Semester, 2019

- A person recommended by a departmental teacher for the selection of excellent graduate students and the promotion of their desire for research.

SimSan Scholarship, SKKU Fall Semester, 2018

- A person recommended by a departmental teacher for the selection of excellent graduate students and the promotion of their desire for research.

Self-governing Scholarship, MJU Fall Semester, 2017

- A person elected and appointed according to the regulations of the student self-governing body and its affiliated institutions recognized by the president, recommended by the dean or department head, and recommended by the head of the relevant organization.

Education and Training Scholarship, MJU Fall Semester, 2017

- A person who has participated in educational programs organized by our university (including language, mentoring, computer, major-related job training, and employment-related certification courses (including private sector) and was recommended by the head of the relevant department.

Self-governing Scholarship, MJU Spring Semester, 2017

- A person elected and appointed according to the regulations of the student self-governing body and its affiliated institutions recognized by the president, recommended by the dean or department head, and recommended by the head of the relevant organization.

MILITARY SERVICE

Republic of Korea Social Service Agent

Mar. 2014 – Mar. 2016

- Trained one months in Nonsan Army Training Center and served 24 months in Suwon-si, South Korea.

EXTRACURRICULAR ACTIVITIES and COMMUNITY SERVICE

Election Commission for Student President in College of Social Science

Nov. 2017

- Participated in the Election Commission for new student council of the College of Social Sciences. For successful election, participated in the weekly election preparation meeting.
- worked hard on election management to ensure a successful election.

Emergency Response Committee in College of Social Science

Executives

Nov. 2016 – Nov. 2017

- Since the student council of College of Social Sciences was not elected, the emergency response committee was established to deal with the crisis. I was selected as an executive of the committee.
- Participated in regular meetings to discuss the issues of college of social science.
- Planned leadership training, orientation programs for Freshman, united membership training, athlete competition in College and annual festival.

Chairman of Election Commission for Student President in the Department of Digital Media

Nov. 2017

- Established the Election Commission and led the commission for new student council of the department. For successful election, held weekly election preparation meeting.
- Worked as Chairman of Election Commission, supervising election announcements, public relations for voting, operation voting, directing the counting and announcing the winner of the election to ensure successful elections

Student Council of the Department of Digital Media (Sangsangyisang)

Student President

Nov. 2016 – Nov. 2017

- Worked as the representative of students, including seven clubs. Hold and lead regular student council meetings and general student meetings.
- Successfully held annual media festival, which is the biggest academic conference in the department, including Journalism, Movie, Advertising, Photography. University students, professors, as well as other university students were attended.
- Expand communication channels to help students and student councils communicate smoothly by creating an official account of the student council on KakaoTalk, the most pivotal and widespread SNS in Korea.
- Through communication with alumni associations, helped communication between graduates and students. Held the mentoring system and a party for graduates and students.

Student Council of the Department of Digital Media (Between)**Vice Executive Chairman**

Mar. – Nov. 2016

- Participated in weekly meeting and discussed about a variety of issues in the department.
- As vice executive chairman, various issues of the student council, including the department clubs and regular events, were discussed and decided with the student president and the executive chairman.

Junior Representative in the Department of Digital Media

Mar. – Nov. 2016

- At the opening general meeting of the school, he was elected as the third-grade representative through a vote.
- For the development of the department, participated in regular meetings and discussed important matters together.

Bucket List Club (ULLIM) Co-foundation, Executives

Mar. 2013 – Nov. 2014

- Co-found bucket list club and take an executive position.
- Participated in weekly meeting and carried out club members' bucket list, including regular blood donation, paragliding, bungee jumping.

Student Council of the Department of Digital Media (I'm Yours)**Leader of Planning Dept. & Operation Dept.**

Mar. – Nov. 2013

- Participated in weekly meeting and discussed about a variety of issues in the department.
- Played a pivotal role in planning of student council. Based on the planned tasks, various issues were dealt with at the student council meeting.

Election Commission for Student President in the Department of Digital Media

Nov. 2017

- Participated in an election committee established for the student council election.
- Encouraged voting during the election to ensure successful election.

Simbongsa, Volunteer Club in the Department of Digital Media, Member & Senior Manager

Apr. 2012 – Nov. 2013

- Volunteered regularly at orphanage (Dream Tree Village in Seoul, South Korea).
- Created educational materials and organize games for children.

Heuk, University Local Farmer-Student Interacting club, Member

Apr. 2012 – Nov. 2013

- Heuk, which means the soil in Korean, is the oldest club in MJU University. As a club member, discussed about our society and mainly engaged in regular farmer-student solidarity activities and dealt with various current issues and social issues related to farming and fishing villages.
- Participated in weekly meeting and communicate with local farmers

Student Council of the Department of Digital Media (Utopia)**Member of Operation Dept.**

Mar. – Nov. 2012

- Participated in weekly meeting and discussed about a variety of issues in the department, including department general meetings, athletic competitions in College of Social Science, membership trainings, yearly festival, etc.

Godusim, Jowon High School Volunteer Club, Member & Executives

Mar. 2010 – Mar. 2011

- Established volunteer club with classmates to help the community.
- Volunteered at local library and nursing homes.

PUBLICATION

Lee, B.-H., & Chung, S. (2020). To what degree does perceived message effectiveness reflect actual message effect? Perceived vs. actual message effect in persuasive campaigns. *Korean Journal of Journalism and Communication Studies*, 64(6).

REFERRED CONFERENCE PAPERS

Lee, B.-H., Chung, S., & Kim, M. (2021, May). *Three kinds of tests for diagnosticity of perceived message effectiveness: Correlations, relative standing match, and direct comparison*. Paper submitted at the annual meeting of the International Communication Association, Denver, CO, USA. (Information Systems Division)

Chung, S., Lee, B.-H., & Ryu, H.-S. (2020, May). *A Comprehensive examination about perceived message effectiveness: The relationship between various measures of perceived effectiveness and actual attitude change*. Paper presented at the annual meeting of the International Communication Association, Gold Coast, Queensland, Australia. (Information Systems Division)

Chung, S., Ryu, H.-S., Kim, J. E., & Lee, B.-H. (2019, May). *A cognitive model of media effect perception: The effect of media message strength, target's level of knowledge and attitudes toward messages*. Paper presented at the annual meeting of the International Communication Association, Washington, D.C., USA. (Information Systems Division)

RESEARCH EXPERIENCE

Research Analyst, Research Center for Media, Culture, & Contents, Department of Media & Communication, SKKU, Seoul, Korea. Sep. 2020 - Present

- Data Collection and Analysis, Conducting Survey, Writing Research Report and Papers. etc.

Research Assistant, Brain Korea 21 Plus, Center for Conflict Resolution and Social Integration Communicator. Mar.2019 – Aug.2020

- Participated in monthly academic forums, Data Collection and Analysis, Conducting Research, etc.

TEACHING EXPERIENCE

Teaching Assistant, SKKU, Seoul, Korea

- Primary responsibilities include preparing lectures and leading group discussions
 - Introduction to Media Psychology: Spring semester, 2020/ Spring semester, 2019
 - Strategic communication: Fall semester, 2019
 - Persuasive Communication Campaigns: Fall semester, 2018

OTHER SKILLS

- Language Skills
 - Korean (native language)
 - English; iBT TOEFL score: 100 (R 29 / L 27 / S 25 / W 19, Oct. 22, 2020)
- Proficient in data analytics tools, including Google Analytics, NAVER Analytics, Google Ads, Google Optimize, Google Tag Manager
- Google Analytics Individual Qualification (GAIQ, Pass, Jan. 15, 2021)
- Google Ads Display Campaign (Pass, Jan. 16, 2021)
- Proficient in computer software, including Microsoft Word, Excel, and Power Point (Word processing program), SPSS (statistical software)