

**Data driven marketer** specialized in  
crafting **impactful digital experiences**

# Eunji Hong

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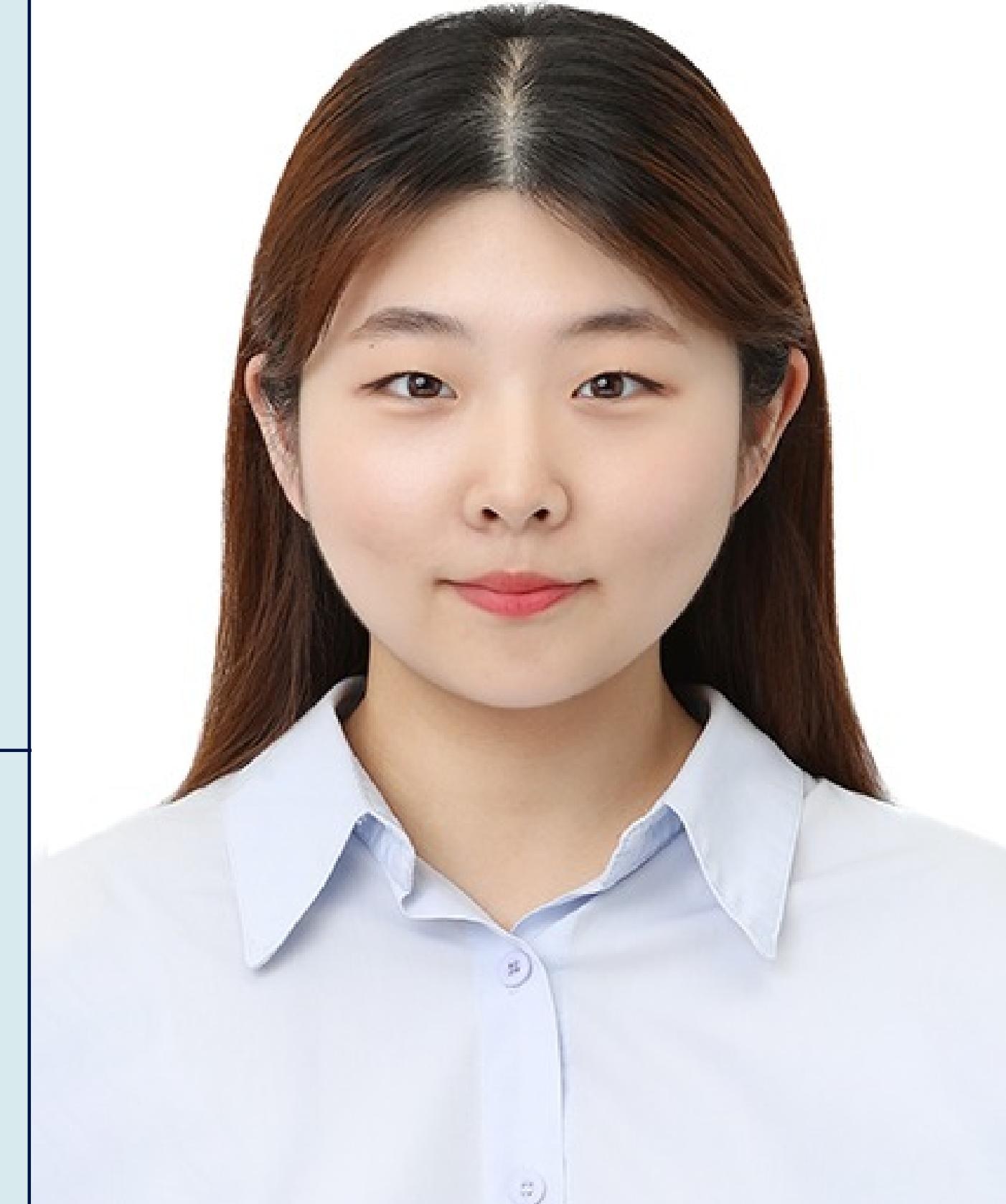
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# Profile



## Education

### Seoul National University

2020.03 - 2025.08

- Double major in Communication and Global Environment management (4.19 / 4.3)

### City University of Hong Kong (Exchange)

2024.09 - 2024.12



## Work Experiences

- 2025.08 - 2025.10 **Global Communication Team Intern** | KPR
- 2025.01 - 2025.03 **Growth Marketing Team Intern** | MyRealTrip
- 2024.07 - 2024.08 **Marketing&Communication Team Intern** | WWF-Korea
- 2024.01 - 2024.02 **Marketing Team Intern** | Haezoom
- 2023.06 - 2023.08 **Marketing Team Intern** | MBA Lab
- 2022.03 - 2022.08 **Assistance Director for KBS Issue Pick: Together With Teachers** | Jambo TV



## Awards

- SNU 39th Outstanding Report Competition 2nd Runner Up (Apr. 2024)
- Korea Press Foundation Youth Checkathon 1st Runner Up (Sep. 2022)



## Leadership Experience

- 2023.10 - 2024.09 **Audience Advisory Council Commissioner**  
| Yonhap Television News (YTN)
- 2022.03 - 2023.02 **Film Production Club Lead**  
| SNU Film Production Club
- 2022.03 - 2023.02 **Video Production Team Lead**  
| SNU Institute of Communication Research



## Certificate & Language

- English (Fluent), Korean (Native)
- Adobe Certified Professional - Visual Design using Adobe Photoshop 2020 (Certified in July 2023)



## Skills

Figma, Canva

Excel, PowerPoint

Adobe Premiere Pro, CapCut

Adobe Photoshop

# Table of Contents

<b>1</b>	<b>Global Communication Team Intern</b>   Korea Public Relations (KPR)	----- p.4
<b>2</b>	<b>Growth Marketing Team Intern</b>   MyRealTrip	----- p.5
<b>3</b>	<b>Marketing &amp; Communication Team Intern</b>   WWF-Korea	----- p.6
<b>4</b>	<b>Marketing Team Intern</b>   Haezoom	----- p.8
<b>5</b>	<b>Audience Advisory Council Commissioner</b>   Yonhap Television News (YTN)	----- p.9
<b>6</b>	<b>Assistance Director for KBS</b> <i>Issue Pick: Together With Teachers</i>   Jambo TV	----- p.10
<b>7</b>	<b>Film Production Club Lead</b>   SNU Film Production Club	----- p.11
<b>8</b>	<b>Video Production Team Lead</b>   SNU Institute of Communication Research	----- p.12

# 01. Global Communication Team Intern | Korea Public Relations (KPR)

## Writing News Articles and Performance Reports & Creating Email Newsletters

Aug 2025 - Oct 2025

### Overview

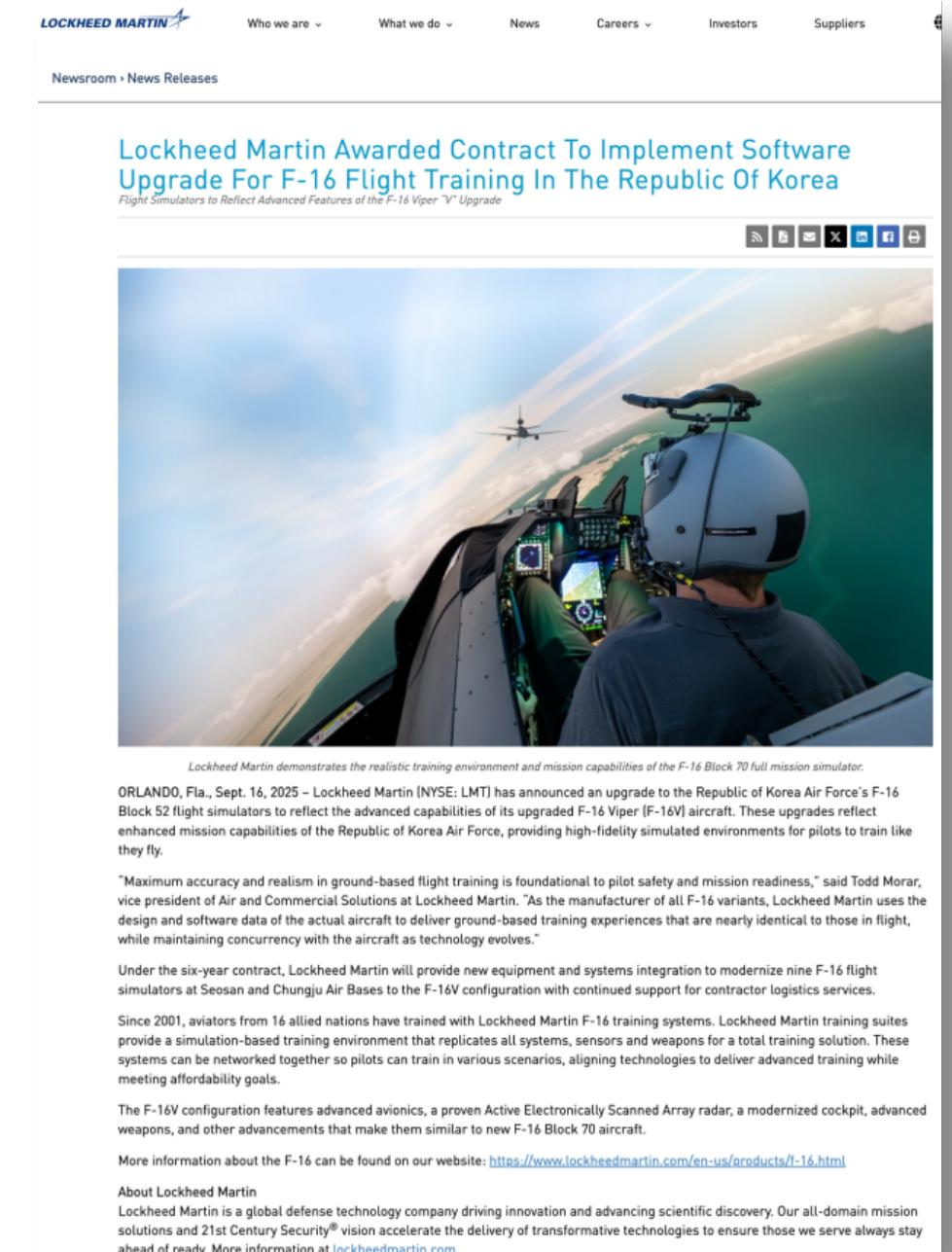
- Supported four multinational clients by producing various types of **corporate communications**, such as **news articles**, **technology newsletters**, and **monthly performance reports**
- Focused on making complex content more accessible while maintaining **brand identity** and ensuring **measurable performance outcomes**

### Process

- News Articles**
  - Wrote corporate news articles in both English and Korean, tailored to each client's tone and objectives to ensure brand consistency
- Email Newsletter**
  - Designed and distributed newsletters that simplified technical content and increased engagement through clear structure and strong CTA
- Monthly Performance Report**
  - Analyzed media and social coverage using Excel, calculating earned media value and reporting key performance insights to clients

### Results & Impact

- News articles contributed to improved communication consistency
- Increased email newsletter open rate by 4% through content clarity



▲ Example of corporate news article written for clients



▲ Example of email newsletter for clients

# 02. Growth Marketing Team Intern | MyRealTrip

## Optimizing Instagram Content Strategy for Higher Conversions

Jan 2025 - Mar 2025

### Overview

- Managed Instagram content production (Reels & Feed posts) for young adults
- Developed data driven content strategies by analyzing audience preferences and engagement patterns
- Utilized UTM tracking to measure content impact on website traffic and revenue

### Process

- Audience Research & Content Planning
  - Conducted polls and direct interviews with followers to understand content expectations and engagement triggers
  - Categorized existing content and analyzed performance metrics (reach, saves, shares, UV, revenue impact) to identify high-performing content types
- Content Optimization & Execution
  - Transformed Instagram content approach from discount-driven promotions to engaging storytelling-based posts, leveraging audience insights
  - Optimized content distribution using UTM tracking, monitoring its impact on UV and revenue conversion

### Results & Impact

- Increased engagement on Instagram
  - Views: +365% / Likes: +84% / Saves: +690% / Reach to non-followers: +17%
- Boosted website visits by 20% through data-driven content and strategic UTM tracking

Example of feed content ▶  
(Click the image to view the original post)

Example of reels content ▼  
(Click the image to view the original post)



# 03. Marketing & Communication Team Intern | WWF-Korea

## Key Task 01. Driving High Impact Digital Engagement

2024.07 - 2024.08

### Overview

- Developed an interactive Instagram quiz campaign to raise awareness on climate change, supporting WWF-Korea's goal of educating audiences on critical environmental issues
- Designed campaign-themed eco-friendly merchandise to drive participation and reinforce key climate messages

### Process

- Marketing Data Analysis
  - Analyzed WWF-Korea's digital marketing campaign data, focusing on engagement rates, audience responses, and key interest trends
  - Identified donor preferences and optimized campaign strategies accordingly
- Campaign Planning & Merchandise Creation
  - Developed a highly targeted campaign with customized eco-friendly merchandise, ensuring relevance and incentivizing participation
- Digital Marketing Execution
  - Launched an interactive Instagram campaign with quizzes, leveraging data-driven content strategies to maximize reach and engagement

### Results & Impact

- Achieved the highest engagement rate among all WWF-Korea campaigns of the quarter
  - Increased engagement rate by 15% compared to the average campaign performance
  - Boosted reach by 20%, surpassing previous benchmarks



▲ Images from the digital marketing campaign  
(Click the image to view the full post)

# 03. Marketing & Communication Team Intern | WWF-Korea

## Key Task 02. YouTube Content Strategy & Promotion

2024.07 - 2024.08

### Overview

- Executed paid digital advertising campaigns on Instagram & YouTube to promote a branded YouTube series, driving a 274% increase in viewership
- Optimized ad creatives, audience targeting, and bidding strategies to maximize engagement and cost efficiency
- Applied short-form content (YouTube Shorts & Instagram Reels) as teaser ads, boosting conversion from social media to full-episode views

### Process

- YouTube Content Planning & Production
  - Contributed to script development and provided on-set support during filming
  - Assisted in the production of four 15-minute episodes, ensuring smooth execution
- Social Media Promotion & Content Creation
  - Designed Instagram promotional assets, including reels and still image ads.
  - Created data-driven digital assets to optimize engagement and visibility

### Results & Impact

- Successfully boosted YouTube views through strategic social media marketing
  - Increased average views by 274% compared to the previous season
  - Strengthened audience engagement by leveraging targeted short-form content



▲ Part of the series  
(Click the image to watch the full video)



Sample of created digital assets ►  
(Click the image to watch the full video)



# 04. Marketing Team Intern | Haezoom

## SEO-Driven Content Strategy & Digital Marketing

2024.01 - 2024.02

### Overview

- Contributed to search engine marketing by producing blog and YouTube content, applying data-driven strategies to improve search rankings, viewership, and audience engagement.
- Assisted in developing and executing email newsletter campaigns targeting, optimizing engagement through A/B testing

### Process

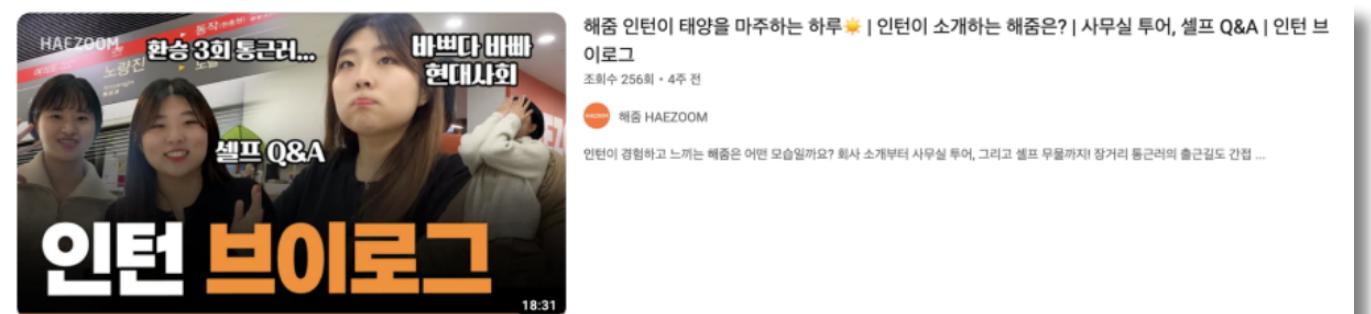
- Search Engine Marketing (SEM) – Blog & YouTube Content
  - Conducted keyword analysis using Naver Analytics to identify high-traffic search terms, ensuring blog posts ranked within the top 10 search results in Naver
  - Assisted in YouTube content production; including scriptwriting, filming, and editing
- Email Newsletter Strategy
  - Developed targeted email campaigns for solar energy business owners, optimizing subject lines and CTA placements through A/B testing to refine content and tailor messaging for a 50–60s audience

### Results & Impact

- Boosted SEO performance, maintaining blog posts within the top 10 search rankings on Naver
- Increased YouTube engagement by 75%, leveraging strategic content planning
- Doubled email open rates (from 7% to 14%) by optimizing content through A/B testing



▲ Sample Blog Post (Click the image to read the full article)



▲ YouTube Video Preview (Click the image to watch the full video)

# 05. Audience Advisory Council Commissioner | Yonhap Television News

## Broadcast Analysis & Audience Engagement

2023.10 - 2024.09

### Overview

- Advised YTN's executive board on audience engagement strategies, representing younger demographics in national media discussions
- Conducted a competitive analysis of major broadcasting companies' social media strategies to identify opportunities for digital transformation
- Proposed an Instagram content strategy, emphasizing interactive Stories and archived highlights, leading to its adoption by YTN's media division

### Process

- Evaluated monthly news content, assessing areas for audience engagement improvement, particularly among younger viewers
- Researched digital engagement trends by benchmarking competitor platforms and identified best practices for social media adaptation
- Presented strategic recommendations to YTN executives, facilitating discussions with leadership on expanding digital outreach

### Results & Impact

- Influenced YTN's Instagram engagement strategy, leading to increased adoption of interactive content formats
- Strengthened strategic communication skills by collaborating with senior executives, effectively articulating data-driven insights

▼ The meeting was broadcast on YTN's viewer critique program  
(Click the image to watch the full video.)



Provided feedback on news coverage of medical school enrollment expansion



Shared insights on reporting related to offline retail industry



Evaluated and commented on coverage of the 2028 college entrance exam reform



Offered opinions on the special law banning dog meat consumption

# 06. Assistance Director | Jambo TV

## Broadcast Content Strategy & Production Management

2022.03 - 2022.08

### Overview

- Managed production workflows, ensuring seamless coordination between editing, filming, and scriptwriting teams to meet tight 3-week cycles.
- Produced and edited promotional trailers, distilling key moments into compelling narratives to boost audience engagement.
- Directed a rapid content pivot following the assassination of Shinzo Abe, accelerating production to deliver a timely and high-impact episode.

### Process

- Editing & Trailer Production**
  - Crafted episode trailers, structuring key scenes to sustain viewer interest
  - Synthesized complex content into concise teasers, boosting episode retention
- Production Coordination & Crisis Management**
  - Supported fast-paced decisions, coordinating teams across production.
  - Compiled archival footage, seamlessly integrating breaking news.

### Results & Impact

- Increased viewership by 2%, leveraging timely content adaptation and compelling teaser strategies
- Enhanced production efficiency, coordinating cross-functional teams
- Optimized audience engagement, ensuring trailers maximized retention



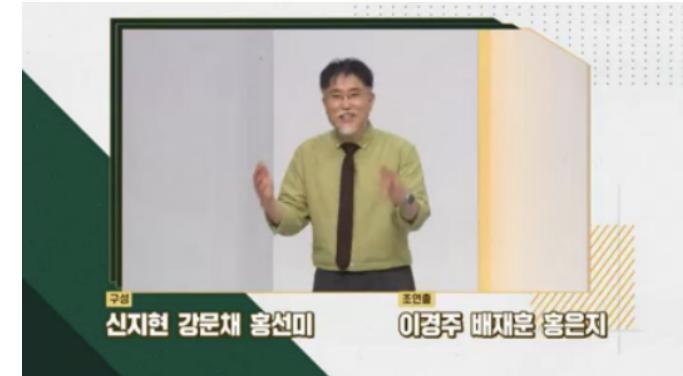
Ep.86 Chemical Substances in Daily Life: Cure or Poison?



Ep.89 War & Energy Crisis: Is It Approaching?



Ep.92 Humans & Infectious Diseases: Will There Be Another Pandemic?



Ep 95. Untouchable? India's Pragmatic Diplomacy



Ep 98. Population & the Future: Population Shock – Will Korea Disappear?



Ep 101. End of the Abe Era: Where Is Japan Heading?

# 07. Film Production Club Lead | Seoul National University Film Production Club

## Content Production & Digital Marketing for Entertainment

2022.03 - 2023.02

### Overview

- Served as the Film Production Club Lead for the entertainment program
- Led a 25-member team, managing scriptwriting, filming, editing, and promotional strategy
- Developed a multi-platform marketing plan, utilizing YouTube Shorts & Instagram Reels to maximize audience engagement

### Process

- Production & Creative Direction
  - Conceptualized and scripted episodes, shaping discussions on MBTI stereotypes
  - Coordinated on-set production, overseeing casting, logistics, and filming schedules
  - Supervised editing, ensuring polished post-production under tight deadlines
- Marketing & Distribution
  - Produced promotional trailers and executed targeted ad campaigns, enhancing content visibility and driving audience anticipation
  - Hosted an offline screening event, fostering live audience engagement

### Results & Impact

- Increased YouTube views by 89% compared to the previous season, significantly expanding audience reach
- Pioneered the use of Instagram Reels for promotion



ENFP 4명을 모아봤다 | MBTI 프리즌? 프리즌! EP.1  
조회수 2.1천회 • 1년 전

대표 멤버인 MBTI' ENFP 대학생 4명을 모아놓고 여행을 보낸다면 무슨 일이 벌어질까? ENFP 넷 숨은 ISTJ를 찾아 떠나는 본격 ...  
이미지밴드 Imageband



ISTJ가 보이지 않는다 | MBTI 프리즌? 프리즌! EP.2  
조회수 490회 • 1년 전

분명 ISTJ 찾기라며... 여행을 떠나며 점점 더 친해져갈수록 더욱 찾기 힘들어지는 ISTJ! ENFP 넷은 결국 눈치를 채 버린 걸까?  
이미지밴드 Imageband

▲ YouTube Thumbnail of the Uploaded Show (Click the image to watch the full video)



Promotional Reels  
Uploaded on ▶  
Instagram and  
YouTube  
(Click the image to  
watch the full video)



ENFP 4명한테 ISTJ가 숨어있다고 거짓말을 한 결과 | MBTI 프...  
조회수 2.1천회

# 08. Video Production Team Lead | SNU Institute of Communication Research

## Broadcast Production & Content Strategy

2022.03 - 2023.02

### Overview

- Spearheaded the planning and scripting of short-form fact-checking videos, transforming dense news articles into engaging digital content
- Refined video storytelling techniques by experimenting with pacing, narration, and visual structure to maximize engagement

### Process

- Content Development & Strategy**
  - Transformed fact-checked news articles into concise, engaging short-form videos by distilling key narratives while preserving journalistic integrity
  - Collaborated with industry experts to validate content flow and ensure factual accuracy
- Production & Audience Growth**
  - Developed a signature video style, experimenting with pacing, narration, and visual edits to enhance viewer engagement
  - Implemented serialized content strategies, fostering audience retention beyond single-view experiences

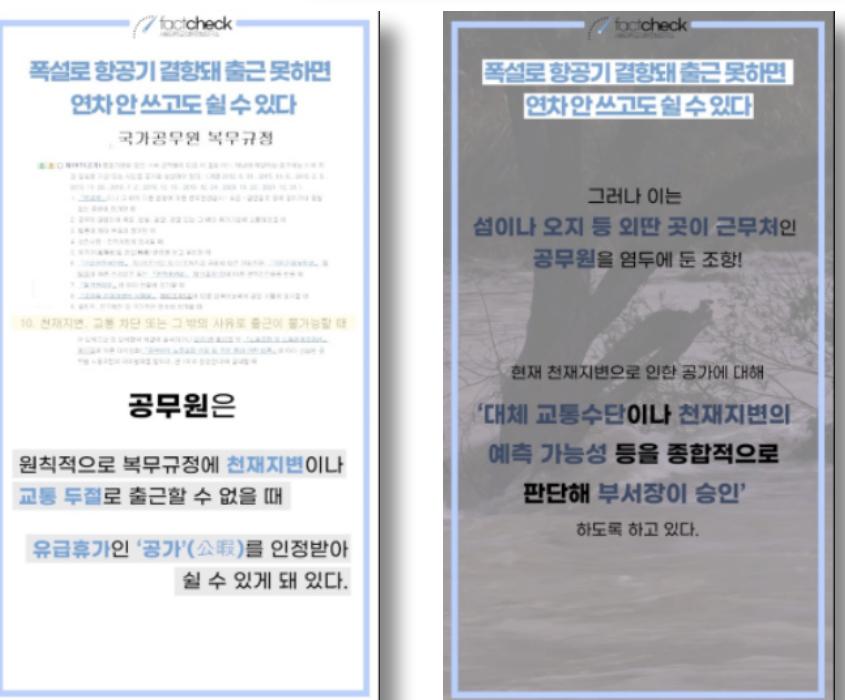
### Results & Impact

- Boosted average viewership by 44% within six months
- Established a recognizable short-form news style that enhanced audience retention and positioned the channel as a trusted source for fact-checking content

### Planning Draft ► for Produced Short-Form Content



Short-Form ►  
Content Uploaded  
on Naver TV  
(Click the image to  
watch the full video)





**Thank you**

## Contact Information

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