

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

Eunji Hong

PHONE

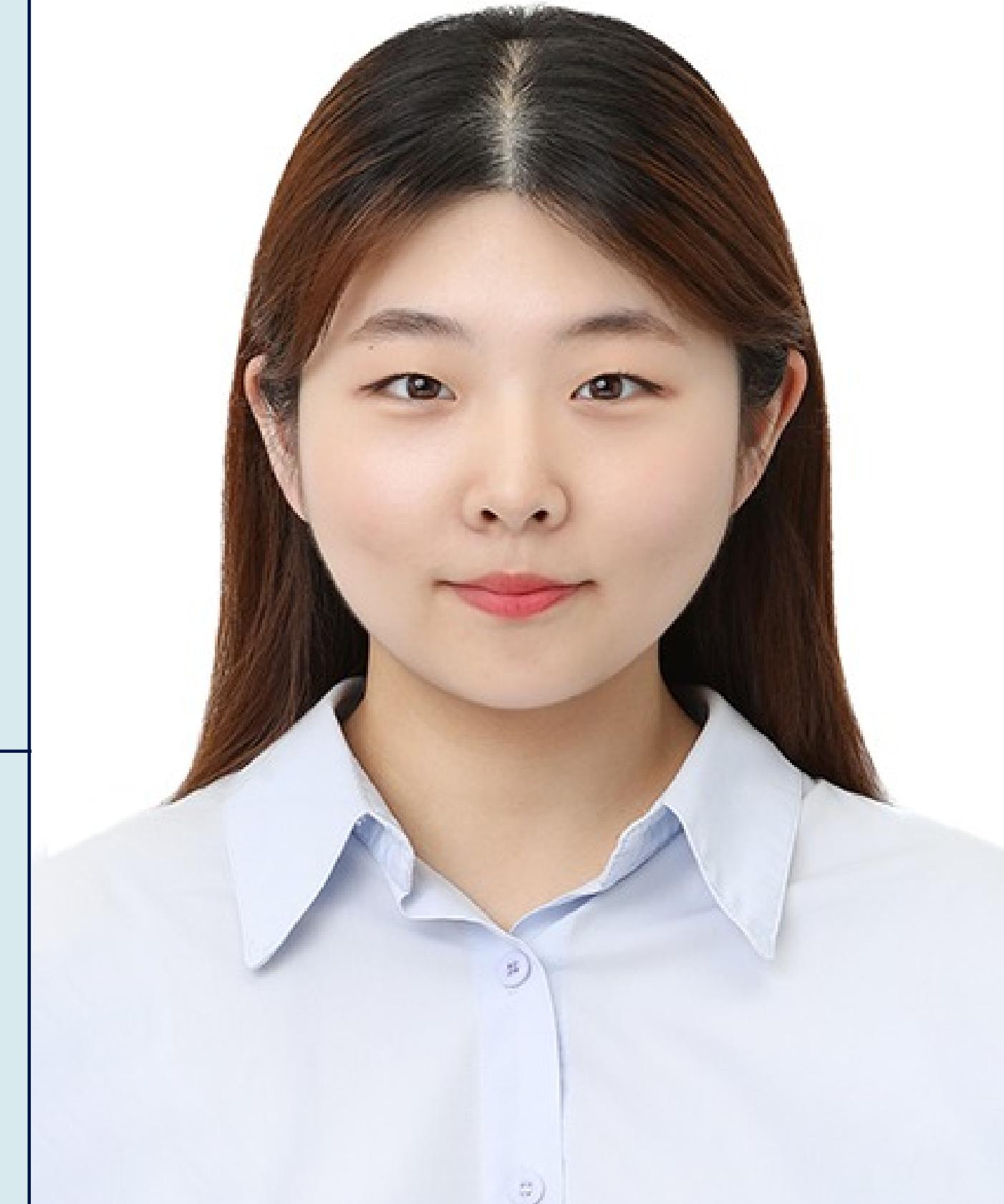
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Profile



Education

Seoul National University

2020.03 - Present

- Double major in Communication and Global Environment management
- GPA: 4.19 / 4.3



Work Experiences

- 2025.01 - Present **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**
| YTN
- 2022.03 - 2023.02 **Entertainment Team Program Director**
| SNU Film Production Club Image Band
- 2022.03 - 2023.02 **Video Production Team Executive**
| SNU FactCheck Center



Certificate & Language

- English (Fluent / TOEFL iBT 105), Korean (Native)
- Adobe Certified Professional - Visual Design using Adobe Photoshop 2020 (Certified in July 2023)



Skills

Figma

Excel, PowerPoint

Adobe Premiere Pro

Adobe Photoshop

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01. Growth Marketing Team Intern | MyRealTrip

Optimizing Instagram Content Strategy for Higher Conversions

Jan 2025 - Present

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

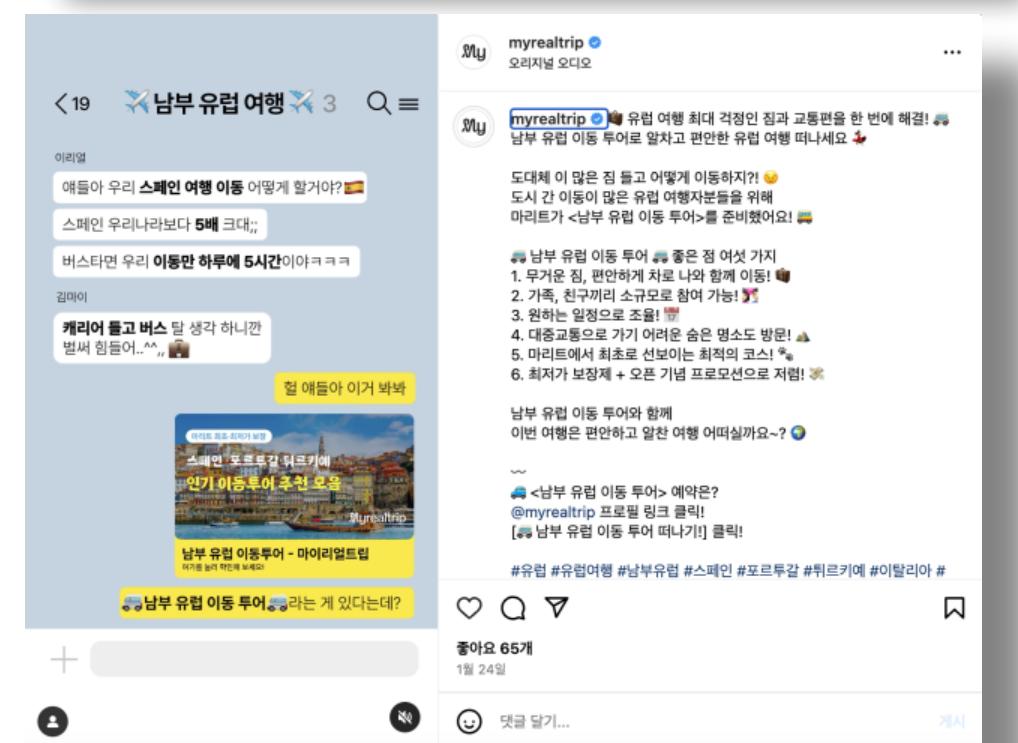
- Audience Research & Content Planning
 - Conducted polls and direct interviews with followers to understand content expectations and engagement triggers
 - Categorized existing content and analyzed performance metrics (reach, saves, shares, UV, revenue impact) to identify high-performing content types
- 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
 - Likes: +84% / Saves: +690% / Shares: +114%
- 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)



02. 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)

02. 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 *WWF X Tyler Greenterview Season 3*, 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 273% (from 17,000 (previous seasons) to 63,500) in Season 3
 - 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)



03. 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)

04. 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?

05. Lead Producer | Seoul National University Film Production Club Image Band

Content Production & Digital Marketing for Entertainment

2022.03 - 2023.02

Overview

- Served as the Lead Producer for the entertainment program *MBTI Prison? Free Zone!*, a reality-based entertainment show critiquing MBTI overuse among young adults
- 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 192% compared to the previous season, significantly expanding audience reach
- Pioneered the use of Instagram Reels for promotion, generating 11,000 views



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 중 숨은 ISTJ를 찾아 떠나는 본격 ...



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?

▲ 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

06. Video Production Team Executive | Seoul National University FactCheck Center

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

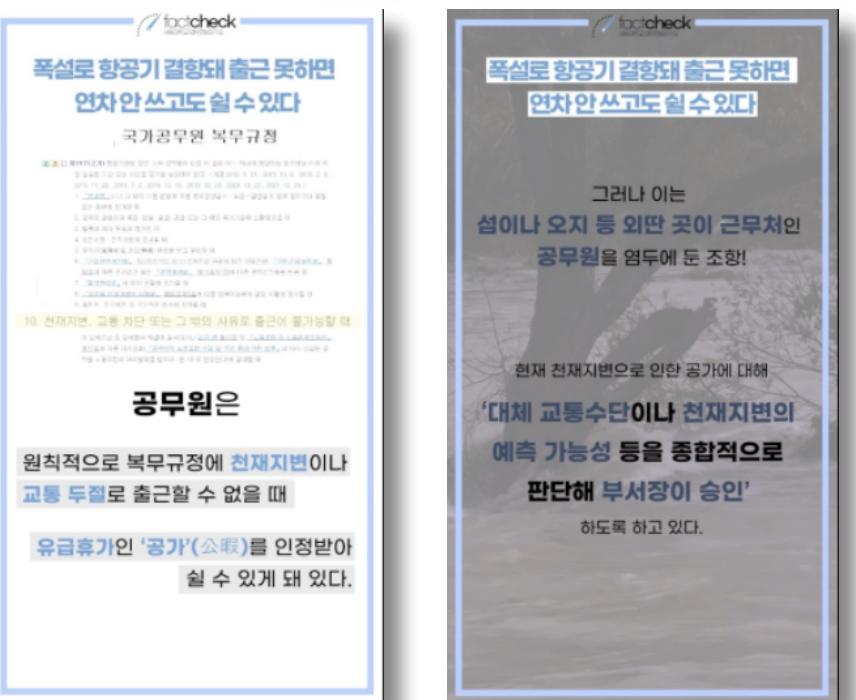
Results & Impact

- Boosted average viewership by 44% (from 9,000 to 13,000 views per video) 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

번호	제작자	제작일	제작 시간	제작 내용	제작 효과	제작 일정
3	factcheck	2022.03.15	7 sec	- 인터넷 글 갈무리 - 일개 자본 파인애플 2~3조각을 컵에 넣고 뜨거운 물을 부어 먹을 마시면 알을 고칠 수 있다는 주장!	효과 - 인터넷 글 사진 두 개 쓰고 빅박스 - 자막 한 줄씩 등장(앞자리 자본 파인애플 2~3조각을 컵에 넣고 뜨거운 물을 부어 먹을 마시면 알을 고칠 수 있다는 주장) ① 알게 된 파인애플 2~3조각을 ② 컵에 넣고 뜨거운 물을 부어 ③ 먹을 마시면 ④ 알을 고칠 수 있다는 주장!	비교/데미 나레 이션 X
4	factcheck	2022.03.16	7 sec	- 박이장 육군종합병원의 천희관 교수가 이 방송을 권장하는데... - 경증 결과 본인이 직접 '감염 내용을 연한 적도 없고 권장한 적은 더더욱 없다.' '정보 글 내용이 사실이 아니 다르고 발행하고 한다'	효과 ① 박이장 육군종합병원의 천 ② 결과 본인이 직접 "감염 내용을 연한 적도 없고 경증 결과 본인이 직접 "정보 글 내용이 사실이 아니다." 라고 말했다고 한다	비교/데미 나레 이션 X
7	factcheck	2022.03.17	5 sec	- 자막 한 줄씩 등장(상황설에서 -> 세포나 허름 대상으로 한 연구이기 때 - 인체에서 통증을 호소하는 사람 ① 알 수 있어)	효과 - 자막 한 줄씩 등장(상황설에서 -> 세포나 허름 대상으로 한 연구이기 때 - 인체에서 통증을 호소하는 사람 ① 알 수 있어)	비교/데미 나레 이션 X
8	factcheck	2022.03.18	6 sec	- 순서 ① : 더위이 보호할때는 열을 가하면 피고드는데 - 순서 ② : 해당 통증은 피안해줄때 또 거운 물을 부여해서 벽여야 한다고 주장	효과 ① 더위이 보호할 을 하면서 피고되는데 "해당 통증은 피안해줄때 뜨거운 물을 부여해서 먹어야 한다고 주장"	비교/데미 나레 이션 X

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



07. Audience Advisory Council Commissioner | YTN

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 YTN's 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

08. Korea Press Foundation Youth Checkathon 1st Runner Up

| Korea Press Foundation

Investigative Journalism & Documentary Storytelling

2022.05 - 2022.11

Overview

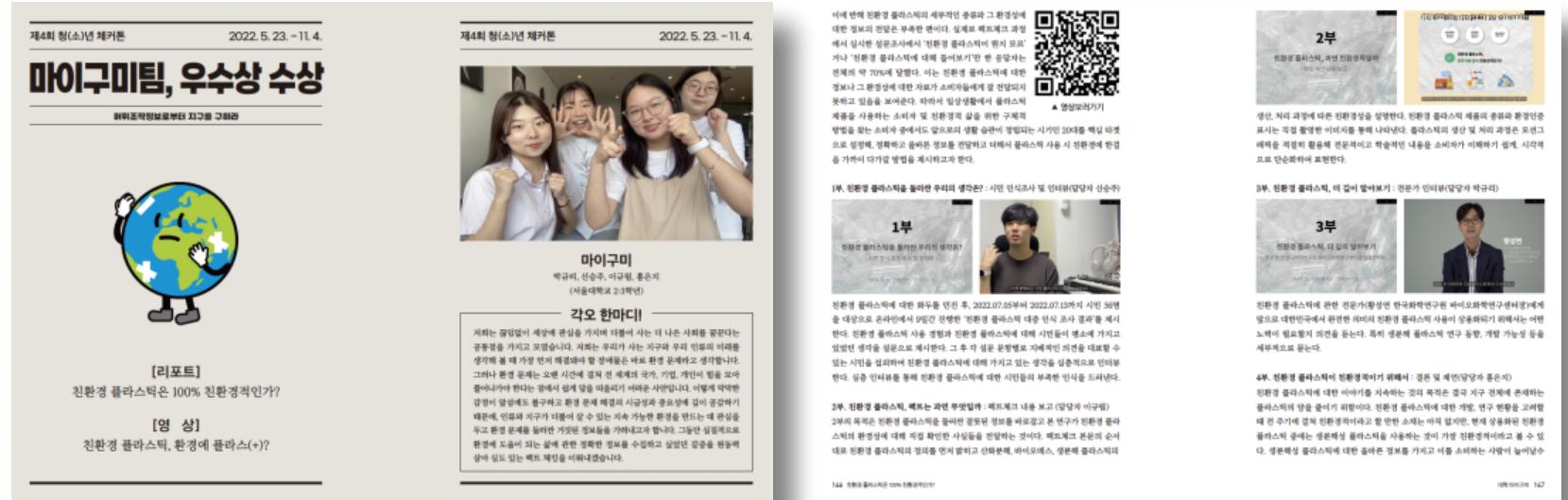
- Investigated the misconceptions surrounding eco-friendly plastics through in-depth fact-checking and research
- Led documentary production, directing interviews, scriptwriting, and editing to communicate findings effectively
- Earned 1st Runner-Up among 150 teams at the 2022 Youth Checkathon, recognized for rigorous analysis and structured argumentation

Process

- Conducted a multi-method investigation, combining policy analysis, media reviews, and expert interviews (professors & researchers)
- Designed and executed a public perception survey, gathering data on consumer misconceptions about biodegradable plastics
- Developed a compelling narrative, structuring the documentary with expert insights, consumer perspectives, and stop-motion visuals

Results & Impact

- Produced an award-winning documentary, praised for logical flow, diverse sources, and meticulous verification
- Structured findings into a policy-driven report, synthesizing expert recommendations and public sentiment analysis



▲ Excerpt from the report *Is Eco-Friendly Plastic 100% Sustainable?*
(Click the image to view the full report)



▲ Excerpt from the documentary *Eco-Friendly Plastic: A Plus for the Environment?*
(Click the image to watch the full video)



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09. SNU 39th Outstanding Report Competition 2nd Runner Up

| Seoul National University

Wildfire Impact Assessment & Data-Driven Policy

2023.09 - 2023.12

Overview

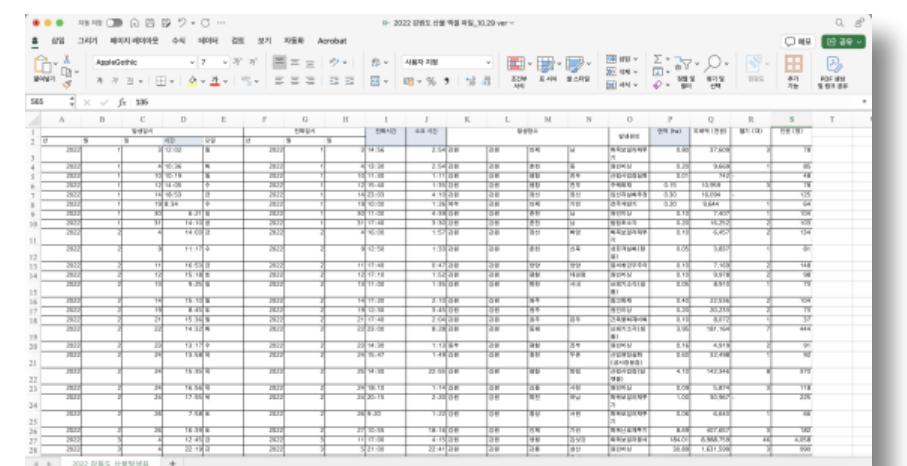
- Conducted a correlation analysis to examine the relationship between wildfire intensity and PM₁₀ air quality recovery time, providing data-driven insights for environmental policy
- Proposed air quality response measures based on wildfire severity, offering actionable recommendations for public health and disaster management.

Process

- Data Collection & Preprocessing
 - Preprocessed wildfire and air quality data from government sources using Excel and R, while controlling for external factors like rainfall to ensure accurate analysis
- Correlation Analysis & Policy Proposal
 - Applied correlation coefficients (r) and statistical significance (p -value) to assess the impact of wildfire severity on air quality recovery time
 - Developed tiered air quality response strategies based on wildfire intensity, aiding in targeted public health advisories

Results & Impact

- Earned 2nd Runner-Up out of 179 entries for analytical rigor and policy relevance
- Enhanced data-driven policymaking by introducing a wildfire severity framework for environmental response planning



The screenshot shows a Microsoft Excel spreadsheet titled "2022 산불 발생 대기 PM10 ver.30.29.xls". The data is organized into columns A through T, with rows containing various measurements and dates. The first few rows show data for October 2022, with columns labeled like "날짜", "PM10", and "기준 대기". The data includes both numerical values and some Korean text, likely representing weather or location information.

▲ Sample of Preprocessed Data Using Excel

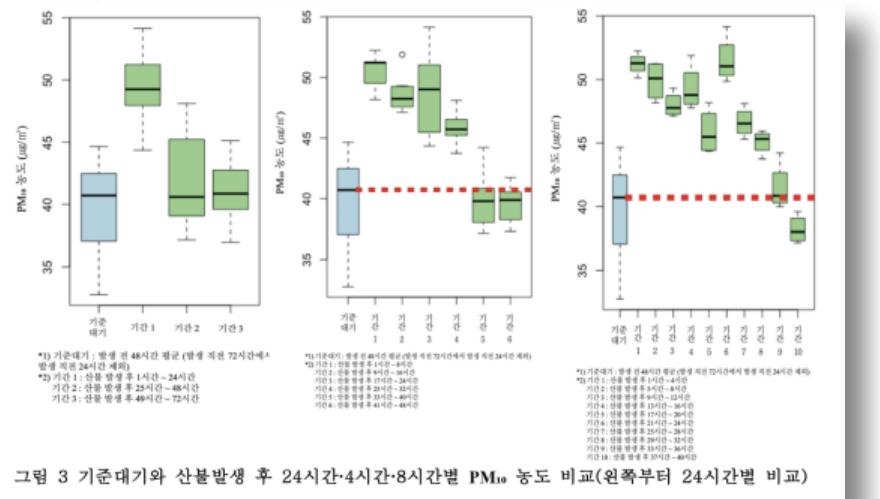


그림 3 기준대기와 산불발생 후 24시간·4시간·8시간별 PM₁₀ 농도 비교(원쪽부터 24시간별 비교)

▲ Graph Showing Air Quality Recovery Time by Wildfire Intensity

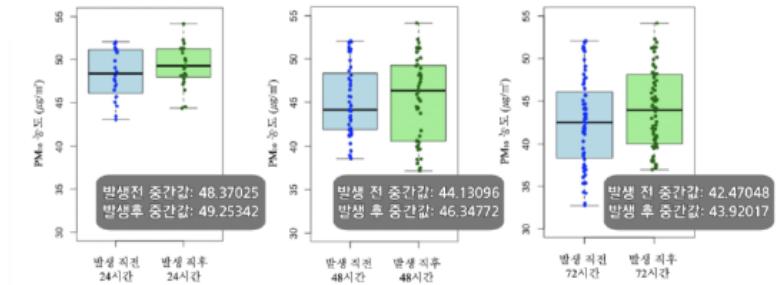


그림 2) 산불 발생 전후 24시간·48시간·72시간 PM₁₀ 농도 변화 (왼쪽부터 24시간)

3.2 연구 질문 2 : 산불과 PM₁₀ 농도 회복 시간의 관계
연구 질문 2에서는 연구 질문 1을 통해 관찰한 산불의 영향을 구체적인 수치로 분석하고자 하는 목적으로 PM₁₀ 농도가 회복되는 데 걸리는 시간을 파악했다.

3.2.1 분석 방법
산불로 인해 증가된 PM₁₀ 농도가 회복된 시점은 산불 발생 이후 PM₁₀ 농도가 해당 지역의 기준 대기^[2] PM₁₀ 농도보다 낮아지는 지점으로 정의했다. 회복 시점은 산불 발생 이후의 기간을 24시간, 8시간, 4시간 별로 각각 묶어 상자그림으로 표현하고 이것의 중간값이 기준 대기의 중간값 보다 낮아지는 지점을 확인하는 방법으로 파악했다. 회복의 기준으로 사용된 기준 대기는 산불 발생 전 72시간에서 발생 직전 24시간을 제외한 48시간 동안의 PM₁₀ 농도의 평균으로 설정했다.

기준 대기를 산불 발생 전 72시간 평균이 아닌 산불 발생 직전 24시간을 제외한 48시간 평균으로 설정한 이유는 연구 질문 1의 결과와 연결된다. 연구 질문 1에서는 산불 발생 시점 전부터 PM₁₀ 농도가 오르는 현상을 통해, 기록된 시점보다 산불이 먼저 발생해 대기질에 영향을 주었을 것으로 분석했다. 대기질 회복의 기준이 되는 기준 대기는 산불의 영향을 받지 않은 대기여야 때문에 산불 발생 직전 24시간을 제외했다.

3.2.2 분석 결과
연구 질문 2의 분석 결과 산불 발생 후 PM₁₀ 농도는 37~40시간 후에 회복되는 것을 확인할 수 있었다. 연구 질문 1에서는 산불 발생 후 1~2일 사이에 정점을 찍고 급격히 회복되는 양상을 관찰했는데, <그림 3>처럼 산불 발생 후 대기질 농도를 기간별로 나누어 살펴보니 회복 시간 범위를 더욱 좁혀서 추정할 수 있었다. <그림 3> 세 번째 그림의 산불 발생 37~40시간 후 PM₁₀ 농도 분포를 보면 중간값이 기준 대기의 중간값보다 낮게 나타남을 알 수 있다. 즉, 모든 산불의 회복 시간 추이를 전제적으로 보았을 때 PM₁₀ 농도는 산불 발생 후 37~40시간 사이에 기준 대기로 회복되는 경향이 나타났다.

▲ Excerpt from The Impact of Wildfire Intensity on PM₁₀ Recovery Time (2020–2022, Gangwon Province) (Click the image to view the full report)

A large, abstract graphic element consisting of three concentric circles in shades of blue (dark, medium, and light). It is positioned on the left side of the slide, overlapping the text area.

Thank you

Contact Information

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