

HAILEY JANG

GRAPHIC DESIGNER

CONTACT

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🌐 www.reallygreatsite.com

📍 Toronto, ON

TECHNICAL SKILLS

Languages: Python, Java, R, SQL

Developer Tools: Git/ Github

EDUCATION

Honours Bachelor of Arts (HBA)

University of Toronto

September 2020 - present

Double major in Statistics and CAS
(Contemporary Asian Studies)

Yonsei University

June 2022 - August 2022

Summer Exchange Program

LANGUAGES

English



Korea



Chinese



PROFILE

Possessing a multifaceted skill set honed through hands-on experience in fast-paced environments, I excel in data collection and management, particularly with advertising data from various digital media channels. Adept at synthesizing complex data, I can consistently deliver insightful daily performance reports, utilizing vendor-specific dashboards to inform strategic decisions. Eager to leverage my comprehensive expertise and passion for East Asian culture, I am poised to make a significant impact in the marketing field, blending innovative strategies with cultural insights to drive brand growth and market penetration.

WORK EXPERIENCE

Digital Media Operator

PTKOREA, Seoul, South Korea

June 2023 - September 2023

- Leveraged social media and **digital marketing** to expand the company's talent pool.
- Proactively preparing and delivering daily reports to keep the team updated on the progress of online ads using vendor-specific dashboards

Teaching Assistant

IAN English, Seoul, South Korea

May 2022 - September 2022

- Utilized a variety of teaching strategies, such as interactive lectures, group projects, and simulations.

Barista

Cafe Basak, Coquitlam, Canada

April 2020 - September 2020

- Prepared and served a variety of coffee drinks, along with pastries and cookies

Sales Associate

CJ OliveYoung, Seoul, South Korea

April 2020 - September 2020

- Solved customer challenges by offering relevant products and services.

PROJECTS

Marketing Director

UTKCC (University of Toronto Korea
Commerce Community)

September 2021 - March 2023

- Created and executed innovative **digital marketing strategies** to increase awareness and engagement with our club's activities.
- **Crafted a comprehensive content plan** for our social media platforms, curating content, including posters, reels, and stories, to effectively connect with our audience.