Heewon Jang

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PROFESSIONAL EXPERIENCE

Bespoke Consulting Inc. - New York, NY   May 2024 - Present
Tech & Social Media Manager
- Spearheaded the end-to-end development of the company's website using Squarespace, with a strong emphasis on front-end design and user experience.
- Establish Google accounts for new hires, and configure personalized workspace accounts at an enterprise level.
- Create new content and upload multiple times a week on social media accounts to increase brand exposure.

NSF REU Research - New York, NY   Jun. 2024 - Aug. 2024
Research Assistant
- Collected data for visually impaired individuals using a sensor-equipped cane, mapping subway grates, manholes, and other obstacles across a 25-block area around Chamber St.
- Instructed high school students the basics of Python to automatically populate Excel files with video data
- Presented differences between manually collected and sensor-collected data, generated an Excel file based on Google data, and consolidated all data.
- Visualized collected data using Python and Pandas, creating a dashboard to enhance navigation safety and improve data representation.

Space Inc. - New York, NY   Feb. 2023 - Jan. 2024
Marketing Coordinator
- Managed and optimized the maintenance and content strategy for five venue websites, as well as Instagram and TikTok, ensuring consistent branding and audience engagement.
- Handled customer reservations, addressed disputes, managed complaints, and oversaw all related customer interactions.
- Communicated with New York-based influencers and assisted them in collaborating with our venues.

H Mart - Bergen County, NJ   Feb. 2022 - Jan. 2023
Marketing Team Intern
- Coordinated advertisement distribution and managed media presses based in Asia.
- Produced marketing content for six grand openings across the United States, disseminating through Instagram, Yelp, and company websites and apps.
- Collaborated with the design team to conceptualize and upload content that needed to be uploaded to several platforms.
- Managed and resolved consumer complaints by communicating with 350 branches nationwide.
- Developed and executed on-site marketing strategies in Irvine, CA, and Boston, MA, including interactive events such as roulette-style prize giveaways to drive engagement and brand awareness.

EDUCATION

Columbia University in the City of New York - New York, NY   Jan. 2025 - Expected Jan. 2027
Major: Computer Science (GPA: 4.0)

Hunter College, City University of New York - New York, NY   Jan. 2024 - Dec. 2024
Major: Computer Science (GPA: 4.0), Honor of Dean's List (June, 2024)

Dong-A University - Busan, Korea   Feb. 2022
Bachelor of Science in Tourism (GPA: 3.92)
Recipient of 2-year Scholarship

EXTRA-CURRICULAR ACTIVITIES

Copyeditor **Pusan Student Interpreter' Association (PSIA)** - Busan, South Korea   Mar. 2021- Aug. 2021
- Translated various company-provided documents and daily news for social media uploads and publication.
- Provided interpretation services at a convention and handled technical support for Zoom meetings.

Volunteer **Donga Dream** - Vigan, Philippines   Jan. 2020 - Feb. 2020
- Restored and repainted a damaged mural.
- Provided free meals for children who could only afford one meal a day.
- Unblocked clogged drains to improve local sanitation.

Recruiting and Training Leader **Ambassador of Dong-A University** - Busan, Korea   Feb. 2019 - Feb. 2021
- Presented at high schools nationwide to promote the university and offered admission counseling.
- Screened and assessed candidates for ambassador roles, actively participating in the recruitment process.
- Oversaw and provided feedback on presentations delivered by recruited students at high school events.

SKILLS

Python, C++, Java, Microsoft Office (Word, Excel, PowerPoint), Adobe (Photoshop, Premiere Pro), Expertise in managing social media especially Instagram, Canva, Zoom, Korean(Native), English(Fluent)