

Contest

Comprehensive Campaign Management

Content:

Managed and executed multiple campaigns targeting the MZ generation, including a pop-up photo booth for social media engagement, a national campaign supporting youth independence through letter exchanges, a personalized letter exchange system for supporting vulnerable children, a national awareness campaign using multi-channel marketing, an online event featuring generative AI for youth character creation, and an outdoor advertising campaign encouraging reflection on youth. Responsibilities included strategic planning, campaign execution, user engagement, technical integration of QR codes, and fostering public participation.

Results:

Developed strong project management, strategic planning, and multi-channel marketing skills. Enhanced abilities in campaign management, social media engagement, community engagement, and QR code integration. Gained experience in targeting the MZ generation, creating emotionally resonant content, and leveraging innovative digital solutions such as generative AI. Improved communication and empathy through personalized messaging and fostering meaningful connections among participants.

Overall:

Successfully executed diverse campaigns that increased awareness and participation among the target demographic. Demonstrated the ability to manage and integrate various marketing channels, resulting in cohesive and impactful campaigns. Showcased proficiency in utilizing digital tools and creative marketing tactics to sustain campaign momentum, foster community engagement, and drive high levels of user interaction and organic promotion.

Activity

Product Management and Development in Language Learning

Content:

Conducted multiple market research projects and led the development of AI-based vocabulary card services. Managed cross-functional teams, coordinated tasks, and ensured timely product delivery. Focused on understanding user needs and preferences through surveys and interviews, and translated these insights

into actionable product features. Oversaw the design and implementation of innovative educational tools that integrate AI and personalized learning experiences.

Results:

Developed strong project management skills, enhanced ability to lead and coordinate cross-functional teams, and gained proficiency in AI and machine learning applications. Improved skills in market analysis, data collection, survey design, and user-centered design. Strengthened ability to translate user needs into product features, and achieved well-received prototypes and products that address specific market gaps.

Overall:

Successfully managed and executed the development of AI-based vocabulary card services, leveraging market research and technical skills to create innovative educational tools. Gained valuable experience in project management, AI technology integration, and consumer insights, contributing to the successful positioning of products in the language learning market. Thank you!!!

Activity

AI Idea Contest for Social Welfare

Content:

Participated in the AI Idea Contest focusing on social welfare. Developed a service plan for 'Yeongo,' targeting out-of-school youth, in collaboration with team members Kim Ji-heun and Kim Ji-hyun. The project involved creating a detailed proposal for a platform that connects these youth with various support services and activities, including makeup, art therapy, and IT skills development.

Results:

Gained experience in project management, strategic planning, and teamwork. Enhanced skills in identifying and addressing the unique needs of a specific user group. Improved ability to create comprehensive service proposals and to work effectively within an interdisciplinary team.

Overall:

The AI Idea Contest provided a platform to develop innovative solutions for social welfare, specifically targeting out-of-school youth. The project 'Yeongo'

highlighted the importance of interdisciplinary collaboration and the practical application of AI in social services. Through this initiative, honed project management and strategic planning skills while contributing to a meaningful cause.

Club

Real-time Video Detection Based Stroke Early Diagnosis Service

Content:

Developed and managed a service that utilizes real-time video detection to provide early diagnosis for strokes. Responsible for overseeing the project from conception to deployment, coordinating with cross-functional teams including developers, healthcare professionals, and UX designers. Ensured the integration of advanced video analytics to accurately identify potential stroke indicators and deliver timely alerts to healthcare providers.

Results:

Enhanced skills in project management, cross-functional team coordination, and healthcare technology integration. Gained expertise in video analytics, real-time data processing, and the medical diagnostic process. Improved ability to lead complex projects and deliver innovative solutions in a high-stakes environment.

Overall:

Successfully managed the development and implementation of a cutting-edge service that leverages real-time video detection to aid in the early diagnosis of strokes, significantly contributing to improved healthcare outcomes through timely intervention.
