

# YOUNGSEOK CHUNG

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## EDUCATION

<b>GEORGETOWN UNIVERSITY, McDonough School of Business</b> <b>Master of Business Administration – STEM Certificate (eligible for 3 year OPT)</b> <b>Concentration: Strategy</b> Active member of Data analysis (VP), Asian Business Student Alliance, Tech Club, and Consulting	Washington, DC Jul 2023 – Current
<b>CALIFORNIA STATE OF UNIVERSITY, Chico</b> <b>Bachelor of Science in Business Administration</b> <ul style="list-style-type: none"><li>Full Merit Scholarship and Dean's Honor List in 2016 and 2017</li><li>2017 Chico Student Research Competition 3rd place winner; Research on Student's Satisfaction associated with Campus Gym</li><li>Vice President of Korean Student Association; managed international nights and events</li></ul>	Chico, CA Jan 2012 - Dec 2017
<b>CHUNG-ANG UNIVERSITY</b> <b>School of General Education</b> <ul style="list-style-type: none"><li>TA for Economics and Society class</li></ul>	Seoul, South Korea Mar 2011 - Dec 2011

## EXPERIENCE

<b>Samsung Electronics America, MBA intern, Digital Appliance, brand experience Team</b> Project: Digital Content Quality and Competitiveness Audit <ul style="list-style-type: none"><li>Assessed Samsung DA content quality and competitiveness across S.com and Retailer.com by conducting quantitative and qualitative audits of 101 models across LDY, REF, and Range categories</li><li>Identified content gaps and recommended asset innovation opportunities, proposing new creative briefs to enhance Samsung's digital presence</li></ul>	New Jersey, U.S June 2024 - Aug 2024
<b>IPSOS KOREA, Senior Researcher, Market Strategy &amp; Understanding Team</b> Project 1: Building New Vehicle Market Strategy for Hyundai Motors <ul style="list-style-type: none"><li>Identified potential market for a new vehicle by conducting competitive analysis and market dynamics assessment; analyzed competitive strategy, forecasted global demand and consumer buying pattern</li><li>Constructed unique selling point and pricing strategy for new vehicles by analyzing Price Sensitivity Measurement and purchase intent for each component of market</li></ul> Project 2: Establishing Electric Vehicle Positioning Strategy for Genesis, luxury brand for Hyundai Motors <ul style="list-style-type: none"><li>Formulated positioning strategy and identified target consumers for each of Genesis EV models by conducting field evaluation and interviews; contributed to an 4.3% increase in Hyundai's annual revenue in 2023, attributed primarily to rise in sales of Genesis EVs</li></ul>	Seoul, South Korea Nov 2021 - May 2023
<b>NICE D&amp;R, Researcher, Research Intelligence Team</b> Project 1: Finding new concept of Multi-Purpose Vehicle (MPV) and Market Viability in India for Kia Motors <ul style="list-style-type: none"><li>Forecasted 3-year growth in Indian MPV market by analyzing vehicle sales pattern and consumer purchase barriers; resulting in market size increase of x1.5 in 2022</li><li>Established ideal concept of an MPV, defining key exterior, interior, and characteristics; successfully launched a proposed MPV model in 2022, achieving 100K sales in 2023, capturing a 32% market share</li></ul>	Seoul, South Korea Feb 2018 - Jan 2020
<b>OTHER NOTABLE ENTREPRENEUR EXPERIENCE</b> <b>Co-Founder, Tang-geu-rang</b> <ul style="list-style-type: none"><li>Designed financial service application that automates savings of sub-\$1 change from user purchases and incentivizes users with perks from partnering companies upon meeting savings targets</li></ul> <b>Co-Founder, Hi-Sam</b> <ul style="list-style-type: none"><li>Designed Korean conversation platform connecting foreigners with natives, offering structured dialogue content; and implementing business model that generates revenue through service fees</li></ul>	Seoul, South Korea Dec 2020 -Oct 2021  Seoul, South Korea Feb 2020 -Nov 2020

## ADDITIONAL INFORMATION

- Sergeant, Republic of Korea Army (2014-2016): Served as squad leader, oversaw ammunition issuance for three battalions.
- Overseas Experience: Lived in U.S for 5 years, and have worked in Korea for 3 years; extensive business travel experience, including over 10 trips to regions included Europe, Middle east, South Asia, and Southeast Asia
- Hobbies: Reading article with emerging global trends in business and consumer dynamics, Exploring restaurants, Soccer