

You Sik JEON

830 Avenue du Mont-Royal Est, H2J 1X1 Montréal

📞 514-553-2766 andrewskej@gmail.com

WORK EXPERIENCE

Cook

Nov 2016 – Jan 2017

Marusan Comptoir Japonais, Montréal (Canada)

- Cooked and served Japanese cuisine in full-time base
- Prepared, cut, dressed, and marinated raw materials for daytime restaurant and night bar menu
- Guided and offered service for international customers in English, Japanese, French

Game QA tester, Localization team

Jul 2016 – Oct 2016

VMC Canada, Montréal (Canada)

- A/B Tested video games in multiple platforms including Oculus VR, Gear VR, PC, iOS, and Android
- Reported gameplay bugs and kept tracking by utilizing JIRA and Hansoft
- Utilized daily test plan and issue/regression trackers to follow up for reported bugs
- Corrected major/minor errors in localization and translation

Junior Account Executive, Global Campaigns Department

Jul 2013 – Jan 2016

Cheil Worldwide HQ - Samsung Subsidiary, Seoul (South Korea)

- Project management, marketing solutions and strategies, client service
- Created and executed global launch plans designed to maximize awareness, visibility and ROI for the brand
- Played the role of contact person with clients and managed the business relationship
- Defined the brand positioning, audience and key messaging of flagship SUHD TV
- Extracted deliverables from creative ideas through appropriate communication strategy and brand message
- Analyzed competitor products on weekly, monthly basis
- Cooperated and coordinated with Producers and Directors for deliverable follow ups
- Defined and managed budget requirements and compliance checks to support the plans
- Responsible for the creation of all the assets defined in the launch master plan
- Managed overall production of worldwide TV commercial of Samsung SUHD TV
- Planned and executed Samsung Electronics CEO keynote speech for 2015 CES, Las Vegas
- Executed Samsung store on-site audit on retail display in 6 countries : Spain, France, Italy, Poland, China, Thailand

Data Curator, R&D Department

Feb 2013 – May 2013

Google Korea, Seoul (South Korea)

- Contributed in development of new search function and improvement of search algorithm of google.com
- Assorted and categorized database daily basis under Agile/Scrum method

Intern, Digital Account Planning

Jun 2012 – Aug 2012

Aqueduct Advertising & Design, London (United Kingdom)

- Planned public campaigns for England Rugby Federation in digital planning strategy department
- Built media planning strategies upon user persona via market research database for Smartphone marketing

SKILLS

Computer skills:

- MS Office suite- Word, Excel, PowerPoint
- Google Documents
- JIRA, Hansoft

Foreign Language:

- English / Japanese / Korean : Trilingual
- French

Test d'Évaluation de Français pour l'accès au Québec (TEFAQ) Niveau B2

Jul 2016

DOMAIN INTERESTED / EXPERIENCED

- Marketing
- Project management
- Video game
- Advertising

CHARACTER

- Proactive, Responsible
- Adventurous, Curious
- Improvisational, Flexible
- Goal-Driven, Determined

EDUCATION

Bachelor of Liberal Arts and Science

Sep 2006 – May 2013

Psychology

University of Illinois at Urbana-Champaign

Champaign, Illinois, United States

Study Abroad

Sep 2012 – Dec 2012

Exchange student

University of Hong Kong

Hong Kong, People's Republic of China

LEADERSHIP / VOLUNTEER

Staff Sergeant, Cadets Training Department

Sep 2009 – Oct 2011

Republic of Korea Air Force Academy, Cheongju (South Korea)

- Served as Military English Translator and Interpreter for Air Force Academy Cadets in Pilot training
- Carried and translated Level-III confidential intelligence documents containing joint-military drills

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