

# DANIEL S CHUNG

## MARKETING SPECIALIST



### EDUCATION

#### University of Illinois (UIUC)

B.S. Media and Cinema Studies

Cumulative GPA 3.71

### WORK EXPERIENCE

#### Marvin Keller Marketing Specialist (May 2016 - Present)

Develop and manage strategic marketing campaigns to maximize growth, rebrand, and increase retention rates. Stay abreast to changes in industry by conducting market research to determine value and conceptualize strategies for growth. Report directly to CEO with initial strategy and updates/ROI.

Redesigned and launched new company website with modern UX to rebrand into a competitive, fast-paced market. Developed a CRM solution on website.

Other responsibilities include photography, video production, write newsletter, produce engaging digital market activity, social media, create marketing materials for print (brochures, booklets, handouts, displays), assist business development with HTML email campaigns and other materials as needed.

Adobe Creative Suite, HTML5, CSS3, JavaScript, MailChimp, Google Analytics.

#### Parkland College IT Support Tech Specialist (April 2016 - June 2016)

Provide tech solutions to students and faculty. Solve basic Audio-Visual issues, database and Wi-Fi connectivity issues, server issues and basic IT work.

Answer phones and run the front desk. Update internal knowledge base.

#### State Farm Videographer/SR Intern (May 2015 - August 2015)

Create videos for recruiting, presentational and educational purposes.

Conduct social media presence for the branch. Produce marketing content for connectivity and brand awareness. Assisted in the organization of a large scale, promotional event at the Corporate office.

#### The Daily Illini Designer (September 2013 - March 2014)

Design pages for publication, work religiously with Adobe InDesign, Photoshop and Illustrator. Collaborate with writers to prepare pages for publication weekly.

#### Buzz Magazine Writer (May 2012 - August 2012)

Write stories for the Food & Drink section of the magazine, perform extensive background research, travel on site often to conduct interviews and gather information.

### SKILLS

Photoshop



Illustrator



InDesign



Premiere



AfterEffects



HTML5



CSS3



jQuery



JavaScript



MailChimp



GitHub



G Analytics



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