

Daniel S Chung

Marketing Specialist

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Urbana, Illinois
61801

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217-671-8445
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EDUCATION

Bachelor of Science at UIUC

Media and Cinema Studies

Cumulative GPA 3.71

MY SKILLS

Premiere Pro ●●●●●●●●●●

AfterEffects ●●●●●●●●●●

Photoshop ●●●●●●●●●●

Illustrator ●●●●●●●●●●

Indesign ●●●●●●●●●●

HTML&CSS ●●●●●●●●●●

Javascript ●●●●●●●●●●

jQuery ●●●●●●●●●●

GitHub ●●●●●●●●●●

REFERENCES

Joe Tek Yun | 217-493-1315

joetekyun@gmail.com

Social Media Analytics

at the University of Illinois

Paul Chae | 310-346-1938

chaepaul84@gmail.com

Actuarial Research

at State Farm

Lisa Moberly | 217-741-8777

moberlylisa@yahoo.com

Agency Training Specialist

at State Farm

Work Samples available at
danielschung.github.io/home

WORK EXPERIENCE

Marvin Keller Marketing Specialist (May 2016 - Present)

Develop and implement 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.

Manage marketing campaigns including initial output, follow up, and creation of materials. Report directly to CEO with initial strategy and implementation 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)

Implement tech solutions to students and faculty.

Manage internal work requests for full-time techs.

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/Strategic Resources Intern (May 2015 - August 2015)

Use Adobe Premiere Pro and AfterEffects to Independently create videos for recruiting presentational and educational purposes.

Manage social media sites and conduct media presence for the branch.

Use Adobe Photoshop and Illustrator to produce print and web content for internal connectivity purposes. Create content to reinforce brand awareness.

Work with Communications Team to assist in the organization of a large scale, promotional event at the Corporate office in Bloomington, IL.

Assist all interns in preparing content for presentations and recording video.

The Daily Illini Designer (September 2013 - March 2014)

Design pages for publication, work extensively 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.