

Jason Chung

Digital Media Marketer

As a Digital Media Specialist at YISS and International Business Manager at TOURPUTT, I bring a wealth of experience in digital media, international business, and customer relations. My expertise lies in managing digital presence, driving business development, and ensuring client satisfaction with advanced technology solutions. I am passionate about technology and dedicated to enhancing the user experience.



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Seoul, South Korea

WORK EXPERIENCE

International Business Team Manager TourPutt

11/2023 - Present

Achievements/Tasks

- Lead a multifaceted role encompassing sales, social content, media, and marketing initiatives for the US division of TourPutt, a leading provider of putting simulators.
- Collaborate seamlessly with the Korean team to strategize, create, edit, and execute compelling content tailored for the US market, ensuring alignment with brand identity and objectives.
- Drive sales growth and revenue generation by cultivating and nurturing relationships with existing clients while actively pursuing new business opportunities through targeted sales initiatives and lead generation efforts.
- Develop and implement comprehensive marketing strategies to enhance brand visibility and market penetration, leveraging various channels including social media, email marketing, and targeted advertising campaigns.

Digital Media Specialist Yongsan International School

11/2023 - Present

Achievements/Tasks

- Spearhead the collection and development of engaging media content tailored for the school's online presence, predominantly on Instagram, to enhance brand visibility and engagement.
- Collaborate closely with staff members to conceptualize, plan, and execute content shoots and interviews with students, ensuring alignment with school values and objectives.
- Implement data-driven strategies to optimize content performance, including analyzing engagement metrics and audience demographics to refine content delivery.

PERSONAL PROJECTS

Project Name

EDUCATION

BA - General Studies Washington Bible College

10/2010 - 05/2012

SKILLS

Communication

Computer Science

Critical Thinking

Customer-Focused Selling

Product Training

Digital Media

Product Training

ACHIEVEMENTS

Coding Dojo Bootcamp (04/2023 - 07/2023)

Software Development Online - Full Stack | HTML - CSS - Bootstrap | OOP - MySQL | Python - Jinja - Flask - MySQL | JavaScript - Node.js React.js

PROJECTS

<https://main-five-navy.vercel.app/>

ORGANIZATIONS

Organization Name

LANGUAGES

English

Full Professional Proficiency

Korean

Professional Working Proficiency

INTERESTS

Technology

Photography

Music

Sports