

# HEYUN JEONG



heyun.jeong@berkeley.edu



669.222.9801.



linkedin.com/in/heyunjeong



heyunjeong.design

## EDUCATION

**University of California, Berkeley**  
B.A., Sociology, Public Policy Minor

Aug 2013 - May 2017

## EXPERIENCES

### Communications Student Co-Op

Oct 2016 - April 2017

*Risk Analysis Research Center, United States Postal Service*

- Enabled USPS to monitor and assess new technologies and business models for potential partnerships.
- Created presentations and graphics to support research projects and designed team logo.
- Wrote internal research briefs and white papers after meeting with local startups.

### Summer PR Admin

Jun 2016 - Aug 2016

*Graham & Associates*

- Streamlined the coverage clipping process by creating Excel templates to compile media coverage reports for the four clients in the travel and technology industries.
- Coordinated a media calendar and wrote pitches for press opportunities on behalf of clients using Cision.

### News Editor/Reporter

Feb 2014 - May 2015

*The Daily Californian*

- Trained a staff of 30 reporters working with four other editors to assign, guide and edit daily news stories.
- Reported comprehensive features on student government & activism - including the controversial selection of Bill Maher as commencement speaker, writing an article shared by Maher himself.
- Oversaw coverage for week-long protests over police brutality ensuring accuracy in live reporting.

## LEADERSHIP & EXTRACURRICULARS

### Teaching Assistant, "Intro to Adobe Photoshop & Illustrator" Course

Jan 2017 - May 2017

*UC Berkeley*

- Troubleshoot Adobe Creative Cloud in the "Intro to Photoshop & Illustrator" class of 30+ students.

### District Communications & Marketing Chair

Apr 2015 - Mar 2017

*Circle K International*

- Oversaw committee of 11 to produce creative and digital content, such as videos, graphics, press releases.
- Spearheaded the development of a branding standard for 60+ collegiate clubs in California, Nevada, Hawaii.
- Advised club officers in improving club recruitment strategies through workshops and manuals.

### Graphic Designer

Sept 2016 - present

*Innovative Design*

- Design logos and flyers requested by on-campus organizations as part of a campus creative agency.

### Recruitment Chair

Dec 2016 - Feb 2017

*The Daily Californian*

- Oversaw recruitment and worked closely with different departments to implement a campus outreach campaign through digital presence and flyers focused on attaining a diverse candidate pool.

## SKILLS

### Software

Adobe Photoshop, Illustrator, InDesign, Premiere Pro

### Languages

Limited working proficiency in Korean and Spanish  
Basic proficiency in HTML/CSS