

HEYUN JEONG



heyun.jeong@berkeley.edu



669.222.9801



@heyunjeong



linkedin.com/in/heyunjeong

EDUCATION

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

Expected graduation: May 2017

EXPERIENCES

District Communications & Marketing Chair

April 2015 - March 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.

Student Co-Op

Oct 2016 - present

Risk Analysis Research Center, United States Postal Service

- Research technologies and coordinate outreach with startups to assess relevance and application to USPS.
- Designed team logo and created presentations and graphics to support research projects.

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.

News Editor/Reporter

Feb 2014 - May 2015

The Daily Californian

- Trained a staff of 30 reporters working with 4 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.

Talent Operations Intern

Jun 2015 - Sept 2015

WalkMe

- Trained incoming fall interns as part of WalkMe's inaugural summer internship class on the work flow of sourcing candidates for key roles and coordinating interviews using LinkedIn and Jobvite.
- Identified key elements in potential candidates' profiles to pitch emails to.

LEADERSHIP & EXTRACURRICULARS

Teaching Assistant

Jan 2017 - present

UC Berkeley

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

Hiring Manager

Dec 2016 - Feb 2017

The Daily Californian

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

Graphic Designer

Sept 2016 - present

Innovative Design

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

SKILLS

Software

Adobe Photoshop, Illustrator, InDesign, Premiere Pro
Cision

Languages

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