

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 startups.

Public Relations Intern

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 using Cision and wrote pitches to secure press opportunities.

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 Photoshop and Illustrator guiding a class of 30+ students learning graphic design.

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 - May 2017

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