

JAKE CHOI

Jakechoi@iu.edu (571) 278-3787 | <https://www.linkedin.com/in/jakehchoi/>

EDUCATION

Indiana University, Kelley School of Business – Bloomington, IN December 2026
Master of Science in Information Systems

Indiana University, Kelley School of Business - Bloomington, IN May 2025
Bachelor of Science in Business; Majors: Entrepreneurship & Corporate Innovation; Management GPA: 3.46/4.00

- *SparkLab Participant, IU Innovates – Developed startup concept with mentorship and pitch support*
- *Recipient, James Dye Award for Creative Writing (Spinesweat Program)*
- *Inducted Member, Phi Eta Sigma National Honor Society*

EXPERIENCE

Milae Golf– Fairfax, VA October 2022 – Present
Founder

- Founded and patented an original golf product, launching a functional golf bag and apparel line that generated early market traction through direct-to-consumer sales
- Designed and executed a digital marketing strategy, building a social media presence that increased brand engagement and drove consistent customer growth

Griffin Realty– Bloomington, IN May 2024 – August 2024
Project Manager Intern

- Analyzed real estate investment opportunities and supported contract development, enabling informed decisions on property acquisitions
- Designed and implemented an AI-based automation tool to streamline internal workflows, reducing manual effort and improving operational efficiency

LEADERSHIP

Collins Living-Learning Center at Indiana University August 2024 – Present
Resident Advisor

- Supervised a residence hall of 45 students, fostering a safe and inclusive community through proactive conflict resolution, mentorship, and resource referral

Social Media Advertising Club August 2024 – May 2025
Workshop Facilitator

- Led sessions on Instagram Reels strategy, demonstrating how creative, data-informed content can drive brand engagement and reach beyond follower base
- Produced viral Reels (600K, 283K, 31.6K views) for Milae's account, surpassing typical reach for a 1K-follower audience and showcasing effective content tactics

Tee Off at Kelley (Golf Club)– Bloomington, IN August 2023 – May 2025
Event Organizer

- Coordinated logistics, sponsorships, and promotions for golf tournaments and networking events, contributing to increased attendance and club visibility
- Organized events that deepened student involvement and expanded the club's presence through outreach to local businesses and organizations

TECHNICAL

- *Productivity Tools:* Microsoft Excel, PowerPoint, Word, Access
- *Design & Media:* Adobe Illustrator, Photoshop, CapCut, Autodesk Inventor
- *Languages:* English (fluent), Korean (fluent)
- *Other:* Public speaking, short-form content marketing, basic patent law knowledge, pitching, legal research

ADDITIONAL

Golf | Pickleball | Powerlifting | Anime | Retro Video Games | Classic Animated Films