

JANICE CHUNG



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PROFESSIONAL EXPERIENCE

NAVER Z (ZEPETO)

Gaming/Metaverse
Los Angeles, CA

In-App Content Programming Lead, Global Strategy Jan 2021 - May 2025

- Led content roadmap, strategy, and production for social platform serving 400M+ global users
- Directed Content team to launch viral 3D fashion and dance trends, driving 62%+ DAU YoY
- Executed editorial, tentpole events, and Live campaigns, increasing D7 retention by 40%+
- Launched strategic content programs with global fashion and music partners (Amazon, TWICE)

TIKTOK

Social Media
Culver City, CA

Product Strategist, User & Product Ops

Sep 2019 - Aug 2020

- Established Social Listening & CX team to drive consumer insights into product strategy
- Launched Creator/Brand verification workflow, scaling business growth across AU and EU
- Spearheaded Help Center redesign with Product and UX to improve creator content experience

Content Management, Ecosystem

Sep 2018 - Sep 2019

- Developed 'For You' recommendation and GTM strategies, achieving US product-market fit
- Led Content Taxonomy Labeling and trend amplification, increasing content diversity by 133%+
- Created TikTok Video Best Practices Playbook and education channels to improve feed content quality
- Produced first Creator Tutorial influencer campaign, driving product adoption and education

TEN ADVERTISING

Digital Marketing Agency
Los Angeles, CA

Social and Digital Media Specialist

Jul 2017 - Jul 2018

- Developed 12-month digital/social media strategy for Kia America, driving brand awareness
- Directed social content strategy for B2C events and managed official brand social channels
- Planned and localized multimedia ad campaigns including Kia Stinger Super Bowl 2018

POLARIS ENTERTAINMENT

Entertainment/Music Label
Seoul, South Korea

Talent Development - Marketing, Contract

May 2017 - Jul 2017

- Directed talent auditions, production, and content creation for K-Pop girl group LOONA
- Translated and subtitled creative assets for social campaigns across YouTube and fan platforms
- Executed artist campaigns, partnership strategies, and fan events, reaching 1.5M+ audiences

CJ AMERICA

Consumer Goods
Los Angeles, CA

Business Planning and Marketing, Lead Intern

May 2016 - Dec 2016

- Rebranded website and launched first email campaign, driving weekly newsletter engagement
- Planned B2B networking event at KCON LA, the world's largest K-Pop convention

DREAMWORKS STUDIOS

Entertainment/Media
Los Angeles, CA

Music Programming Assistant

Jun 2015 - Dec 2015

- Streamlined project management and programming operations for AwesomenessTV channels

EDUCATION

USC

Los Angeles, CA

M.S. Integrated Design, Business and Technology

Aug 2024 - May 2026

Product Management | Mobile App Development

PEPPERDINE UNIVERSITY

Malibu, CA

B.A. Integrated Marketing

Aug 2013 - Apr 2017

Advertising | Digital Strategy, UX Research

SKILLS / SOFTWARE

Product Manager Certification™ (Product School), Product Management, Product Strategy, Product Operations, Program Management, Front-End Web Programming (HTML/CSS), Python, SQL, SwiftUI, Data Analysis, Amplitude, Tableau, Spreadsheet Modeling, Sprinklr, Talkwalker, Sprout Social, Netbase, Social Strategy, Content Strategy, Content Ops, Creative Production, Video Editing, Creator Partnerships, Figma (UX/UI), Adobe Photoshop, Final Cut Pro, Asana, Trello, ClickUp, Confluence, Mural, Mailchimp, JIRA, Salesforce, B2B, B2C, AI, Digital Strategy, Copywriting, UX Writing, Microsoft Office, Excel, Word, PowerPoint, Keynote, Google Suite, PR, CRM, CMS, Korean