

# JANG HAEUN

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## EDUCATION

**YONSEI UNIVERSITY, UNDERWOOD INTERNATIONAL COLLEGE**  
M.S. in Innovation

**Incheon/Seoul, Korea**  
Mar 2024 - Present

**CHUNG-ANG UNIVERSITY**  
B.A. in Business Administration

**Seoul, Korea**  
Mar 2016 - Feb 2021

**UNIVERSITY OF TWENTE**  
Exchange semester at the faculty of Behavioral Management & Social Sciences

**Enschede, Netherlands**  
Jan 2019 – Jul 2019

**GANGWON FOREIGN LANGUAGE HIGHSCHOOL**  
English Major

**Yang-gu, Korea**  
Mar 2012 – Feb 2015

## WORK EXPERIENCE

**CJ E&M (Entertainment Division, Digital Content Business Team)**  
CONTENT EDITOR

**Seoul, Korea**  
Oct 2020 – Apr 2021

- Designed thumbnail and edited metadata (title, explanation, hashtags) of YouTube video clips to make old videos climb up the chart
- Supported launching YouTube Channel ‘Amazing Saturday’; Planned ‘Nolto-Record’ and provided Kor/Eng title

**DAEWOONG PHARMACEUTICALS (Nabota Business Team)**  
MARKETING INTERN

**Seoul, Korea**  
Jul 2022 – Dec 2022

- Supported marketing programs (Webinar, Hands-on Seminar, etc.)
- Collected and analyzed other medical aesthetic products’ marketing activities, drew insights and benchmark
- Planned & developed marketing materials
- Participated in an academic society and derived improvements

**OLIVE UNION - HEALTH TECH STARTUP (Marketing Team)**  
GLOBAL MARKETER

**Seoul, Korea**  
Aug 2023 – Aug 2024

- Managed US/KR Search Ads, Display Ads (Meta, Google, Naver, Coupang)
- Planned Ad creatives weekly, requested & communicated with design team
- Organized & analyzed daily, weekly, monthly sales/ad performance data
- Managed UGC(Influencers) campaigns – selected creators, communicated with creators, received content, planned UGC ad creatives

## EXTRACURRICULAR ACTIVITIES

**MULTICAMPUS DATA ANALYST BOOTCAMP**

Jan 2023 – Jun 2023

- Personal Project : Visualizing trending keywords based on bestseller book ranks (23.03.)**
  - Presentations <https://drive.google.com/file/d/1ytuCJkA5pIsLZ51ELvPH42nRvDBAva-k/view?usp=sharing>
  - Crawled two years data of yes24 monthly bestsellers(year, month, title, book introduction), preprocessed, and visualized via Konlpy, stylecloud, matplotlib

**TUMBLBUG CROWDFUNDING FOR PUBLICATION OF PHOTOBOOK <26,>**  
<link.tumblbug.com/G4FUDjruJob>

Nov 2021 – Mar 2022

TEAM LEADER

- Planned overall project to sell photobook <26,> through crowdfunding channel
- Researched market trends and conducted a customer survey to provide products that match customer preferences
- Contributed as an editor, designer, and proofreader by using InDesign, Photoshop, and Illustrator
- Achieved 448% of the target amount, generating 900,000won gross profit

## SKILLS & OTHERS

Languages	Korean(Native), English (Fluent - OPIC AL)
Certifications	ADsP(23.03.24.), Driver’s License
Interests	AI, UX/HCI, Media data, Mental health, Art