

JANG HAEUN

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EDUCATION

CHUNG-ANG UNIVERSITY

B.A. in Business Administration

Seoul, Korea

Graduated: 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)

Seoul, Korea

Oct 2020 – Apr 2021

CONTENT EDITOR

- Designed thumbnail and edited metadata (title, explanation, hashtags) of YouTube video clips to make old videos climb up the chart
- Analyzed content performance data in YouTube Studio and drew insights
- Supported launching YouTube Channel 'Amazing Saturday'; Planned 'Nolto-Record' and provided Kor/Eng title

DAEWOONG PHARMACEUTICALS (Nabota Business Team)

Seoul, Korea

Jul 2022 – Dec 2022

MARKETING INTERN

- 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)

Seoul, Korea

Aug 2023 – Aug 2024

GLOBAL MARKETER

- 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/1ytuCJkA5pIsLZ5IELvPH42nRvDBAva-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,>

Nov 2021 – Mar 2022

<link.tumblbug.com/G4FUDjru1ob>

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

User data analytics, Media content, UX/HCI, Art