Jihyun Bae

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jihyun-bae.com

I'm a front-end developer with experience in developing and designing for the web. My key strength lies in working with clear intention and excelling at seeing and tracking small details to ensure a seamless user experience. I feel motivated by turning intangible ideas into real-life outcomes, leveraging my skills and knowledge to bring positive impacts on everyday life. Above all, I value having fun, easily readable code for efficiency and being kind to both myself and others.

Experience

Freelance Web Developer at Upwork   May 2024 — Present
- Developer on Upwork specializing in front-end technologies

Assistant Marketing Manager at Lalasweet   May — Oct 2022
Marketing Assistant   July 2021 — April 2022
- Promoted within a ten-month timeframe for outstanding performance
- Strategically optimized paid social media campaigns and created compelling ad content
- Provided in-depth campaign analysis reports and conducted research on advertising trends
- Successfully introduced a new type of video ads, resulting in a remarkable 360% increase in sales, accompanied by a 260% boost in CTR

Marketing Assistant at Music Plat   Dec 2020 — June 2021
- Developed and executed Email newsletters, showcasing skills in content creation and management
- Conducted A/B testing for Email subject lines, resulting in a remarkable 300% increase in open rates

A&R / Artist Manager at BGBG Records   Oct 2018 — Dec 2019
- Created promotional content and managed official social media
- Organized a giveaway event to promote the Youtube channel, which resulted in an increase of 500 subscribers

Licenses & certifications

React Basics   Dec 2023
Introduction to Front-End Development   Nov 2023
Meta (Coursera)

Education

The Complete JavaScript Course   Oct 2023
Figma UI UX Design Essentials   Aug 2023
Udemy

Bachelor of Arts in Communications   Mar 2012 — Feb 2017
Pusan National University

Skills

Programming Languages
JavaScript, HTML, CSS, Sass

Frameworks & Libraries
React, Next.js, Tailwind CSS, Bootstrap

Tools
GitHub, Supabase, Render, Figma

Projects

Conan Gray Unofficial Website (2024)
In honor of Conan Gray's 3rd studio album release, I recreated his website

Sourdough Busan (2024)
Used Naver Map API to get a map and display key bakery locations along with relevant information

jihyun-bae.com (2023)
Personal website built with Bootstrap

Languages

Korean — Native
English — Fluent