





Jin-Young Jeon

Business Analytics, PhD/ MS
International business, BBA







CONTACT

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 in/Jackjyjeon

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LANGUAGES

-  Korean -Native
-  English - Native
-  Spanish - Fluent
-  French - Moderate (B1)
-  Finnish - Moderate
-  Japanese - Basic



HELLO, THERE

Hi, I'm Jinyoung, but you can call me Jack or Roni. I'm a proactive and adaptable professional who works well independently and in teams. I take ownership of tasks and consistently look for ways to improve results. I value collaboration, clear communication, and building strong relationships. With international experience across various industries, I have developed strong problem-solving skills and a creative mindset.

Outside of work, I play in a weekly band and enjoy game sessions with friends. I bring the same enthusiasm for teamwork and strategy into everything I do. I am always curious and ready to grow.

Recommendations

Jack always brings a lot of value to his team. He is a self-imposed worker with a seemingly endless drive to improve his work.

Teemu Kinnunen
Level Designer

He is very kind, clever and hard-working who led and managed the development of the VRKiwi game communities, growing them from their beginnings to even thousands of members.

Lauri Ikkala
Store Manager

His creativity consistently brings valuable ideas to the table, and he is good at transforming those ideas into actionable plans, which he executes with success.

Jonna Ranta
CMO at VRKiwi

JOB EXPERIENCE

VRKiwi (Formally MeKiwi)

Marketing/ Community Manager | April 2022 - Jan 2025

- Managing communities that were published from VRKiwi (+10)
- Managing social media channels and content creation.
- Managing Steam storepage and updates for various games.
- Attending game related events and representing the company.
- Creating Visual reports for more accurate interpretation

Concentrix

Senior advisor (YT admin) | April 2021 - May 2022

- YT Censorship Legal Team
- Reviewing/updating contents on a popular social media platform
- Reviewing Online Videos/Content/ Advertisement and Account Complaints/Legal Notices received from enterprises (game companies, movie studio, food chains, etc) on any incorrect decisions taken related to their copyright/ trademark work/material
- Audit of content received and sharing for Social Media Upload
- Communicate with government entities via email to resolve their complaints

TOOLS & SKILLS

Technical & Analytical

Tools

- Microsoft Office Suite
(Word, Excel, Outlook, Power BI)
- SQL, MySQL, Python, SPSS, PLS
- SAP, Google Analytics, SEO
- HTML5, CSS, Wordpress

Marketing & Community

Management

- Social Media Management (Discord, Slack, Stream, TikTok)
- Inbound Marketing & SEO Optimization
- Community Growth & Engagement Strategies
- Content Creation & Digital Marketing

Project Management &

Business Strategy

- Customer Acquisition & Corporate Blogging
- Business Strategy & Market Research
- Networking & Event Planning
- Service Design & UI/UX Development

Creative & Design Tools

- Image Editing & 3D Modeling
- Web Development & UI/UX Optimization

Faster Capital

Representative | Jan 2019 - DEC 2020

- Working for a Virtual incubator to acquire investors, startups and mentors.
- Creating connections/ working solutions together with startup companies for funding/investors
- Negotiating with potential investors/ mentors to lead startups

Kuvion

Marketing intern | May 2018 - Aug 2018

- In charge of social Media operations such as, blogging, SEO, Inbound Marketing, Brand marketing as well as content creation
- Creating report based on analytics received from social media platforms. Altering and researching social media optimisations.

Spawn Pint

CRO | SEP 2016 - Jan 2017

- Research in design, city regulations, and business concept development for gamer themed bar

Accelerate Korea (Venture Capital)

Marketing specialist | sep 2015 - jan 2016

- Marketing through social media in conjunction w/ G3 partners
- Partnership management and drafting MOU
- Management in K-global startup engine
- Drafting events and executing schedules

EDUCATION

PhD in Business Analytics

Oulu University | 2024 August-Current

- Predicting consumer behaviour in VR gameplay by integrating AI driven predictive analytics and behavioural economics

Master of Science in Business Analytics

Oulu University | 2022 August-2024 June

- Thesis: Analyzing Consumer Behavior in the VR Game Industry Using Behavioral Economics: Case Study - VRKiwi 4/5
- Data presentation to different stakeholders, Business data analysis
- Data laws. GDPR, Data sensitivity, and data laws around the globe
- SQL, MySQL, Python, Microsoft Power BI, Zoho, Tableau

Bachelor of International Business

Oulu university of applied sciences | 2016 - 2020

- Thesis: Concerning Outsourcing Marketing In Relation To Finland Indie Game Companies. Score 5/5

International Baccalaureate

EF Academy Oxford, UK | 2013 - 2015

HOBBIES

- Dungeon and Dragons
- KellariJammit (Hobby rock band, drummer)
- Warhammer
- Online games
- Board Games

PAST ACTIVITIES

- Model United Nations EF Academy Oxford (MUN)
- EF Oxford Chess Club
- English Teacher in (For impoverished children, S.Korea)
- KEEN Volunteer (Helping disabled children)

KEY COMPETENCIES

- Meticulous and detail oriented
- High problem-solving abilities
- Analytical and research oriented mind
- Able to work under high pressure
- Highly motivated to perform better every day
- Flexible skillset. Able to support in various different jobs.
- Easily adopts to new environment
- Strength in precise and detailed communication
- Strong expertise in the indie gaming market, trends, and community engagement.
- Highly self-motivated and capable of independently managing projects