





# JIN-YOUNG JEON

**Business Analytics, MS**  
**International business, BBA**

## CONTACT

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 /Jackjyjeon

 /jinyoung1900

## LANGUAGES



Korean - Native



English - Native



Spanish - Fluent



French - Moderate (B1)



Finnish - Moderate



Japanese - Basic



## ABOUT ME

Hi, I'm Jinyoung, or Jin. 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)

Community Manager / Masters Thesis worker | 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 - Customer service (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
- Attending and getting involved in numerous social events
- Communicating with various parties to set up a meeting and working out the deal

## 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.
- Help in marketing the game "Cave Digger" along with Mekiwi
- Creating pitch deck for Kuvion
- Learning Wordpress and applying HTML5 coding

## Spawn Pint

CRO | SEP 2016 - Jan 2017

- Research in design, city regulations, and business concept development.
- Attending various seminars and events that teaches about how to successfully create a startup company.
- Learning invaluable lessons in regards to creating and running a company

## 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

## HOBBIES

Dungeon and Dragons  
KellariJammit (Hobby rock band,  
drummer)  
Warhammer  
Online 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)

### 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

### Otaru university of commerce, Japan

Exchange student | 2019 Apr-Aug

- Global fieldwork
- Marketing strategy in asia and pacific
- Learning Japanese culture and business methods

### Bachelor of International Business

Oulu university of applied sciences | 2016 - 2020

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

### International Baccalaureate

EF Academy Oxford, UK | 2013 - 2015

- Physics
- Theatre
- Economics
- Mathematics

### Lycee de borde basse (Exchange year)

France, Midi-pyrenees, Castre | 2012 - 2013

- Highschool Exchange program

### ICS

Costa rica, san jose | 2007 - 2010

- Elementary & middle school

## 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 adapts 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