

Jiyoona Ha

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EDUCATION

Northwestern University, Evanston, IL | Expected Graduation June 2023

- Communication Studies Major, Minor in Chinese, & Integrated Marketing Communications Certificate
- Cumulative GPA: 3.938/4.000 | Dean's List 4 of 5

WORK EXPERIENCE

Fifth & Cor | Digital Marketing Associate | Boca Raton, FL | January 2022 - May 2022

- Worked with a diverse range of clients in the B2B and B2C industries across multiple marketing deliverables
- Created social content containing unique creatives and copy tailored to various social channels including Facebook, Instagram, Pinterest, Twitter, LinkedIn, and TikTok
- Performed daily community management across social channels
- Utilized industry hashtag research for optimal performance
- Tracked & recorded social metrics through weekly reports and monthly recaps
- Collaborated with a team of Digital Marketing Specialists in a remote environment

Northwestern Student Affairs Marketing | Copywriter | Evanston, IL | September 2021 - Present

- Writes and updates the student and faculty newsletters every week to communicate updates across all school bodies
- Uses MailChimp and Adobe Suite to design newsletters and graphics in order to create content and promote internal and external events
- Composes blogs and social media posts for Student Affairs about campus life, student organizations, and events
- Collaborates with other members weekly to ensure a cohesive brand in all facets of the team

Practicum in Communication Research | Research Assistant | Evanston, IL | September 2021 - December 2021

- Edited Professor Larissa Buchholz's upcoming book on the global art market by providing analytical feedback on her writing, raising cohesiveness and clarity in her writing
- Worked with references to cross-check them and find other relevant sources to ultimately compile a bibliography
- Conducted research on how the popularity of an artist could be measured through the number of results on search databases to assist Professor Buchholz on her new upcoming project

COMMUNITY ENGAGEMENT

STITCH Fashion Magazine | Corporate Committee | Evanston, IL | Apr 2021 - Present

- Plans events to find partnerships between other student organizations and Evanston businesses to raise funds for STITCH as well as think of marketing campaigns for the magazine

A&O Productions | Media & Marketing Team | Evanston, IL | Oct 2020 - Present

- Manages social media accounts (Instagram, Facebook, Twitter), designs graphics for merchandise and social media posts, and creates media calendars to campaign for events including concerts, speaker events, and film showings
- Raised audience interaction on a film advertising campaign by 60%
- Reached out to artists and successfully signed a contract with HateSonny for a virtual show and interview

SKILLS AND INTERESTS

- **Computer:**
 - Proficient in R Studio, HTML, CSS, and JavaScript
 - Proficient in Canva, Illustrator, and Photoshop
 - Working knowledge of Google Suites and Microsoft Office
- **Language:** Fluent in Chinese (verbal and written), received Seal of Biliteracy for Korean fluency
- **Certificates/Awards:**
 - Google Ad Certifications: Measurement, Apps, Display, Search, Video, Shopping Ads
 - Completed an Illustrator and Photoshop course at Parsons School of Design in 2021
 - Received the Silver Key and Honorable Mention Awards for Fine Art from the Scholastic Art & Writing Awards in both 2017 and 2019