

Joon Kwon

joonkwon@andrew.cmu.edu | www.linkedin.com/in/joonkwonn/ | +1 (678) 231-2182 | Atlanta, GA

EDUCATION

Carnegie Mellon University, Tepper School of Business

EXPECTED GRAD: MAY 2027

Bachelor of Science in Business Administration, Intended Minor in Software Engineering | GPA: 3.6/4.0 Pittsburgh, PA

- **Relevant Coursework:** Fundamentals of Programming (Python), IS Milieux, Business Computing, Introduction to Entrepreneurship, Methods for Statistics & Data Science, Principals of Microeconomics

WORK EXPERIENCE

Greater North Fulton Chamber of Commerce

May 2022-July 2023

Marketing & Sales Intern

Alpharetta, GA

- Visited 53 local businesses based on strategic plan compatibility and initiated 18 new chamber members
- Datamined 100+ prospective members and analyzed potential internal and external partnerships
- Posted and tracked engagement of multiple social media accounts (Instagram, Facebook, LinkedIn) and developed daily graphics and marketing campaigns using Canva and Adobe Stack

A16 Studios Digital Marketing Agency

April 2021-November 2021

Marketing Intern

Remote

- Shadowed B2C meetings for SEO, PPC, and Landing Page management campaigns to gain insight into industry services
- Managed social media accounts using professional software (Microsoft Publisher, Hootsuite, Asana), resulting in an overall 62% increase in engagement and 10 additional Instagram-generated leads
- Maintained weekly and VIP newsletters to 5,000+ contacts through ConstantContact, increasing open rates to 43.58%

PROJECTS

CMUCal

September 2023-Present

Innovative calendar management system for CMU students that aggregates educational and career resources

- *Product Manager:* completed competitor cross-analysis, conducted 100+ customer discovery interviews, ideated various features to tackle user concerns, and drafted executive summaries and pitch decks
- Integrated a versatile data input feature using ChatGPT API that converts natural text language into usable calendar entries

SlideSync

December 2023-Present

Speech recognition presentation tool that automatically transitions slides using keywords and contextual analysis

- Leveraged Chrome Extensions API and JavaScript for dynamic web interactions and AI-enhanced user interfaces
- Employed Web Speech API and DOM manipulation, enabling responsive voice-driven control in presentation slide

EXTRACURRICULAR

Northview FBLA (Future Business Leaders of America)

July 2022-May 2023

Chapter President

Johns Creek, GA

- Led team of 17 officers and 460+ members in local meetings, regional events, and national conferences
- Managed \$20,000 in club funds, developed a year-long social media campaign resulting in a 312% increase in audience, planned 7 business fundamental workshops, and instituted a month-by-month Program of Work

Dr. Robert E. Fulton Ocee Public Library

August 2021-August 2023

Head of Teen Advisory Board

Johns Creek, GA

- Led a team of 17 students in properly budgeting \$2,500 and hosting public 1-on-1 tutoring sessions and weekly storytimes
- Oversaw student volunteers at seasonal events (Fall Festival, Trunk-Or-Treat, Cupid's Library) with 300+ children attending

AWARDS & ACHIEVEMENTS

- Second Place Deloitte Undergraduate Case Competition February 2023
- Third Place PwC x 180 Degrees Consulting Social Impact Scopeathon October 2023
- Gold President's Volunteer Service Award 2020, 2021, 2022

SKILLS AND INTERESTS

Technical Skills: Java, Python, React, R, Figma, Canva, Adobe Premiere Pro, Adobe InDesign

Other Interests: Floral Design, USA Taekwondo National Referee, Private Swim Instructor, Pickleball, Rock Climbing