

# Jay Seo

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Permanent Address:  
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## EDUCATION

**University of Illinois at Urbana-Champaign**  
*College of Media*  
Bachelor of Science in Advertising

GPA 3.22/4.0

## COURSEWORK

- Advertising Research Method, Advertising and Brand Strategy, Consumer Insight, Content Creation
- Innovation in Advertising, Audience Analysis, Digital ADV Content
- Computer Science 105 (Intro to Computing for Non-Tech)

## PROJECTS

### **Sofar Sounds**

- Edited music videos for YouTube's Sofar Sound channel

### **Leland's Barber Shop**

- Shot and edited an official commercial for Leland's Barber Shop

### **American Advertising Federation Testimonials**

- Edited testimonial videos for various committees in AAF (NSAC, AdBuzz)

## LEADERSHIP & INVOLVEMENT

### **Sandage Project**

*Art Director*

- Illustrated visual aspects of Ad Campaign (Immigrant Services of Champaign-Urbana)
- Managed creative initiatives
- Collaborated with peers for proper execution of Ad Campaign

*Champaign, IL  
March 2021- May 2021*

### **Sandage Project**

*Media Planner*

- Strategic delivery of advertisements through various media channels
- Developed and oversaw all aspect of media plan and budget
- Strong knowledge of online media platforms

*Champaign, IL  
March 2021- May 2021*

### **American Advertising Federation (CTRL V)**

*Video Editor*

- Developing Films/Music/Interviews Projects for Sofar Sounds
- Directing a team of 5 videographers to produce spec advertisements
- Applying knowledge of computer programs (Adobe Premiere, Photoshop, Ableton)

*Champaign, IL  
September 2018 - May 2020*

### **American Advertising Federation (CTRL V)**

*Line Producer*

- Shooting and editing an official commercial for Leland's Barbershop
- Managing schedules for associates and video production

*Champaign, IL  
September 2019- May 2020*

### **American Advertising Federation (NSAC)**

*Junior Creative*

- Continued participation in the National Student Advertising Competition
- Creating campaigns for real clients | Adobe
- Managed a same day edit of a testimonial campaign for Wienerschnit

*Champaign, IL  
September 2019 - May 2020*

## AWARDS

- State ROTC--Air Force Recipient, University Tuition Grant, Warrior Pride (ROTC)

## SKILLS

- Experience in Adobe Premiere, Lightroom, Photoshop, Microsoft Office, Ableton Live (Music Production)