



# WONYOUNG PARK

## IMC SPECIALIST

### CONTACT

✉ postaiji9@gmail.com

📍 Yongin, Republic of Korea

🌐 lalahaha.netlify.app

### EDUCATION

2022 - 2025  
CHUNGAG UNIVERSITY

- Graduate School of Communication

1997 - 2004  
KYUNGPOOK NATIONAL UNIVERSITY

- Department of Journalism and Broadcasting

### SKILLS

- HTML, CSS Coding
- Photoshop, Final Cut
- MS Office, Keynote
- Time Management
- Leadership
- Effective Communication
- Critical Thinking

### LANGUAGES

- English (Intermediate)
- Korean (Fluent)

### COMPETENCIES

- Integrated (Brand) Marketing Communication
- Sports event planning and implementation
- Leadership / Organizational Communication
- Retail Marketing
- Brand Launching
- Advertising / PR

### WORK EXPERIENCE

- **Geosang Entertainment** 2024 - PRESENT  
CMO & CEO
  - YouTube production and operation
  - Influencer Management
  - Talent Agency
- **Lucifer** 2017 - PRESENT  
CMO & CEO
  - Launch of outdoor skincare brand (OKAYYY!)
  - IMC Campaign, Online Comm. and advertising video production, BTL agency
- **Golfzon** 2011 - 2016  
Communication Manager & Specialist
  - Marketing Comm. & online/offline promotions, sales KPI performance analysis
- **SK Marketing & Company** 2011 - 2016  
Communication Manager & Specialist
  - Online and offline promotion planning, sports marketing, exhibitions, etc.
- **Korad & Yeonhanaro Communication**  
Event Manager & Specialist
  - Offline Event / Promotion planning, sports marketing, exhibitions, etc.