

# Gai Han

*South Korean, born and raised in Thailand, pursued higher education in The Netherlands.  
Recognized for having an eye for detail, strong communication skills, and open-mindedness.  
Passionate about artistic and creative direction and public relations.*

I hold a Bachelor of Arts majoring in Arts and Culture Studies from Erasmus University Rotterdam in the Netherlands. I have a proficient understanding of how the cultural and creative industries operate, as well as various economic and sociological aspects that coincide with the sector. During my studies, I became particularly interested in contemporary art and independent filmmakers; the idea that there still remains creative minds and influential works to be uncovered fascinated me. As a South Korean who has never lived in Korea, naturally, my interest in the Korean contemporary art scene and creative sectors also grew. Taking the great opportunity to work as an intern at SongEun, a contemporary art space in Seoul, I was able to broaden my knowledge and reaffirm my passion for the arts through valuable experiences of being a gallery assistant and a docent for the following artists' exhibitions: Guido van der Werve, Rhaomi, and Park Sang Won.

Delving deeper into the arts and creative sectors throughout my undergraduate studies, I began to recognize the key role new media played today in sparking the general public's interest in young creatives and their work. I therefore pursued and now hold a Master's degree majoring in Media and Business from Erasmus University Rotterdam, where I primarily researched and analyzed the fast-paced media trends, transformations, and foreseeable future. To put my understanding into practice, I worked as a marketing intern at Creative Clicks, a B2B performance marketing consultancy in Amsterdam, where my primary tasks included copywriting, market research, trend analysis, social media management, and assisting managers with their day-to-day tasks. I strongly believe that my experiences focusing on media, marketing and public relations are transferable to the cultural and creative industries, where I yet aspire to be part of.

Furthermore, as a third-culture kid with multicultural experiences, I have grown to possess great communication skills, quickly adapt to new environments, and be a strong and responsible team player. Being an ambitious individual always seeking valuable experiences and personal growth, I am confident I will be an asset to the team.