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## Education

Mar 2021 -	B.A. in Media&Communication (Primary), Korea university (4.23/4.5)	Seoul, South Korea
Sep 2022 -	B.A. in Industrial&Information Design (Double), Korea university	Seoul, South Korea
Jan 2026 -	Exchange Student in Advertising, University of Texas at Austin	Austin, US

## Work Experience

Aug 2025 - Dec 2025	<b>Marketer&amp;Brand manager Internship, Frontkit</b> Branding&Marketing agency	Seoul, South Korea
<ul style="list-style-type: none"><li>Planned and executed offline pop-up events for 20s-40s audiences, attracting 1,000+ visitors.</li><li>Produced Instagram Reels and carousel posts using Instagram for Business, generating 97K+ organic views.</li><li>Planned and front-end developed a campaign landing page.</li><li>Conducted market research across multiple categories (Gen Z meal kits, premium towels, pet snacks)</li></ul>		

## Projects

Mar 2025 - Jan 2026	<b>Gilrojobi application service, KFAS</b> AI Safety Navigating App	Seoul, South Korea
<ul style="list-style-type: none"><li>Led product planning as a PM for an AI-based personalized map app for safer route guidance.</li><li>Reduced route difficulty by 60% compared to previous implementation</li><li>Increased user satisfaction by 40% compared with existing map apps.</li></ul>		
Aug 2025 - Dec 2025	<b>Y futurist - marketing supporters, KT Corp.</b> Telecom Marketing	Seoul, South Korea
<ul style="list-style-type: none"><li>Produced 10 YouTube and Instagram videos to promote KT's Gen Z brand 'Y', achieving up to 120K views.</li><li>Proposed &amp; executed a creator-targeted telecom service and marketing plan</li><li>Developed a co-marketing proposal with Samsung Electronics to promote Galaxy foldable smartphones.</li></ul>		
May 2023 - Jun 2025	<b>No One Left Behind, T&amp;C foundation</b> Social Impact Project	Seoul, South Korea
<ul style="list-style-type: none"><li>Produced 17 Instagram content pieces for a veterans' records initiative reached up to 77K views on Reels.</li><li>Delivered a 2-day pop-up exhibition with 850+ visitors/participants.</li></ul>		
Nov 2022 - Jan 2023	<b>Bar Marketing Project, Juyuso</b> Gen Z Targeted Customer Growth Campaign	Seoul, South Korea
<ul style="list-style-type: none"><li>produced video advertisements and executed online and offline events targeting Gen Z audiences</li><li>Achieved 20% sales increase compared to previous period</li></ul>		

## Skills

<b>Design &amp; Multimedia</b>	Photoshop, Illustrator, Premiere Pro, After Effects, Figma
<b>Office &amp; Productivity</b>	Microsoft Word, PowerPoint, Excel
<b>Data &amp; Analytics</b>	Python, SQL, Google Analytics

## Honor / Award

2025	<b>Galaxy Z Fold7 Targeted Promotion Idea Contest</b> 1st Place: Proposed a promotional campaign for the new smartphone	KT, Seoul, South Korea
2025	<b>KT Customer Perspective Service Proposal Marketing Contest</b> 2nd Place: Suggested marketing and service strategies targeting Gen Z creators	KT, Seoul, South Korea
2022	<b>Bar Marketing Project</b> 1st Place: Developed and executed a marketing plan to attract bar customers	Juyuso, Seoul, South Korea