

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

Projects

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

Skills

Design & Multimedia	Photoshop, Illustrator, Premiere Pro, After Effects, Figma
Office & Productivity	Microsoft Word, PowerPoint, Excel
Data & Analytics	Python, SQL, Google Analytics

Honor / Award

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