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Portfolio



Suyun Park

E-Commerce marketing strategy

- Naver coffee smart store

Facebook, Built a community of 22 UN countries

- Recruited new member of a community

Youtube Promotion Planning.

- Created promotional video content

Blog Marketing

- Collaborated with American Center and promoted internal and external events

Overseas Customer Communication

- Smart check-in service strategy for international passengers.

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E-commerce, Social Event Planning

Abissinica Union (2020.02~2021.02)

Product: Ethiopian coffee bean

- Managed Ethiopian account for imports
- Planned review marketing strategy

Price: 15,000~ 35,000 KRW

Target customers: 20 to 30s

- Sales strategy of 'yigacheffe' drip coffee

The screenshot shows the homepage of the Omiae (Omiae) website. At the top, there's a banner with a profile picture and the text "에티오피아 원두와 전문 로스팅의 만남 풍부한 바디감, 신선한 커피맛을 제공합니다 | 스토어점 9,125". Below the banner, there's a search bar with the placeholder "검색어를 입력해보세요" and a magnifying glass icon. A dark button labeled "찜하기 9,125" is visible. To the right, there's a section titled "오마이카페" with a "스토어등급" badge, followed by "파워", "서비스", and "굿서비스" icons. A navigation bar below the banner includes links for "전체상품", "선물세트", "싱글오리진", "프리미엄 블랜딩커피", "스페셜 블랜딩커피", "원두 제품 및 인스턴트 커피", "에티오피아 특가존(분쇄)", "물고 담하기", and "더보기". A breadcrumb menu at the top right says "홈 > 전체상품(총 122개)". The main content area features a grid of coffee products. One product, "BEST 2. 에티오피아 예가체페", is highlighted with a yellow background and text: "#콤새콤한 향 #모카 특유의 맛 #풍부한 신맛 추천! 여성분들 ('커피의 귀부인'이라 불릴 만큼 여성들의 취향을 대변하는 커피) Tip! 단일 품종으로도 그 맛을 충분히 즐기실 수 있지만 다른 종류의 커피와 배합해도 모카 고유의 맛을 느끼실 수 있으니 다양한 방법으로 즐겨보세요." To the right of the grid, there are two large boxes of "JAMAICA BLUE MOUNTAIN DRIP BAG" coffee.

Facebook, UN forces community construction

Memorial Association of UN Participation in Korean War (2020.04~2021.01)



The Facebook page for 'Descendants of the Korean War Veterans' features a profile picture of a soldier, a cover photo of a tank, and a world map of descendant counts. The page has 1,789,000 likes. It includes a bio about supporting Korean War veterans, navigation links, and social sharing options.

Recruit the descendants of Korean War Veterans

- Designed commemorative Handkerchief

Social Media Posts: news of event, Korean War history

- Designed social media post content like medical support for UN forces

Event Planning: Turkish Korean War monument Tour

- Invited founder of the monument and recruited the descendants



Youtube, Created promotional video content

Association of World Election Bodies
(2018.08~2018.12)

Satisfaction analysis of election officials from developing countries

- Created interview question for video content improvement.



Planned video storyboard and scenario

- Set up video timeline and shooting angle
- Composed Korean and English narration script



Blog Marketing, Advertising 'English Lounge' Program

Intern at U.S. Embassy (2017.08~2018.02)

Cooperated with American Center department

- Gathered information about the event and Planned PR content strategy

Designed online Banner Blog

- Used Photoshop and Illustrator to design a banner



Smart Check-in service strategy

Intern at Incheon Airport (2016.07~2016.08)

Customer Service: International Passengers

- Korean cosmetics recommendation for Chinese passenger
- Check Islamic or Hindu meals for Indian passenger

Promotional Video strategy: Self-check-in equipment

- Planned and edited a video to promote check-in equipment





Thank you

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