

# Via Sun

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LinkedIn: [www.linkedin.com/in/viasun](https://www.linkedin.com/in/viasun)

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## SKILLS

- Strong public speaking, group collaboration, and leadership skills, supported by high organizational efficiency.
  - Entrepreneurial mindset developed through hands-on project ownership, cross-functional collaboration, and independent problem-solving.
  - Proven ability to lead and adapt in multicultural environments, efficiently handling challenges and providing quick, effective solutions on the go.
  - Adaptable aesthetic sense that aligns with diverse styles and cultures, reflecting a strong grasp of fashion and design principles.
  - Professional in CapCut and Canva, with solid proficiency in Adobe Photoshop and InDesign for both video and photo editing. Additionally, experienced in web design languages including HTML, CSS, SVG, and JavaScript.
  - Well-versed in social media strategy and content creation across multiple platforms, with hands-on experience managing and growing diverse social media accounts. For more details, please visit my personal website.
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## WORK EXPERIENCE

### Kimber Health Aug.2025- Present

#### Marketing Coordinator

- Led the management of the Rednote social media account, creating impactful advertising content that significantly boosted engagement and visibility.
- Spearheaded the planning and on-campus promotion of marketing events for student insurance products, successfully increasing student enrollment and on-campus engagement through targeted campaigns.

### Sise Digital Co., Ltd. Jan. 2024 - Mar . 2024

#### Exhibition Design Advisor

- Contributed key creative ideas and design recommendations for the exhibition, influencing major aspects of the event's layout and visitor engagement.
  - Actively collaborated in exhibition planning and execution, providing strategic input on layout, visitor flow, and educational materials to enhance overall impact.
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## EDUCATION

### Bachelor of Science in Media, Culture, and Communication

#### New York University | 2024 -2028

Minor: Fashion Studies

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## LANGUAGE

Strong writing and communication skills in both Chinese and English; conversational in Korean.