

JUNG YUN LEE

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EMPLOYMENT

April 2011- June 2012

CDR Associates

Brand Strategy Consultant

- Exploit research, analysis and develop strategies to make appropriate brand Identity design and personal charge from outside agencies and relevant parties to execute brand strategy implementation

Sejong City (February 2012-June 2012) Responsible for city brand Identity development strategy co-work with design team and subcontractor management for character design

Pentech (March 2012-May 2012) Responsible for execution of project from renewal of smart phone brand Identity 'VEGA'

Infopia co.,Ltd. (February 2012-April 2012) Responsible for brand Identity development strategy of the company's own glucometer brand 'Glucolab'

KNOC (December 2011-March 2012) Responsible for brand Identity renewal strategy of Korea National Oil Corporation

K-Bio (May 2011-April 2011) Responsible for Brand Identity development strategy of new bio-medical cluster

Durareum (May 2011-April 2011) Brand Identity development strategy of Building for Busan International Film Festival

Brand Identity Implementation System Planning (June 2011-June 2012) Responsible for planning brand identity On-Line manual

August 2010- February 2011

37.5°C COMPANY

CEO

- Website branding, planning and design, THE DATE(www.thedate.co.kr)
- Strategy planning with sales support data development
- Photography and contents editing

July 2007- August 2010

MBN(Mail Business News)

Journalist/Planner

- Covered design area and wrote articles
- Developed plan and operated new business including sponsorship to Advertiser
- Analysed and reported monthly advertisement viewer rating
- Broadcast programme planning

Programme Planning and Production (April 2010-July 2010) Lotte Chilsung released a new water product, DMZ. Proposed and made a programme, 'Go to the most clean area DMZ' (Demilitarized zone) with product placement

Reporting monthly advertisement viewer ratio (April 2009-July 2010) Analyzed and made a report about own company and competitor's advertiser from raw data by AGB Nielsen Media Research

MK Design management course for executives (September 2008-December 2009) Planned and operated and PR the course as a member of committee

Art Homework Contest for University Student (July 2008-September 2009) Planned and operated Art contest

2008 Public Design Expo (April 2008-November 2008) Developed Expo promotional strategy and executed PR

Designnet (May 2008-October 2008) Published serially Public Design section on DESIGNNET. Interviewed government related person and wrote articles

Video Collection for Old Seoul Station (October 2007- February 2008) Research for collecting videos in the world about old seoul station. A government enterprise from Ministry of Culture and Tourism

EDUCATION

March 2000- February 2012

Bachelor of Business Administration (GPA 3.46 /4.0)

(with Visual Communication 21 Credit)

Yonsei University

EXTRACURRICULAR ACTIVITIES

- June 2006- June.2007 Formed and managed Advertisement club, 'Yeol Goang'
- 'Gold Prize', 2007 Rinnai University student Advertisement competition
- 'Bronze Prize', 2006 Rinnai University student Advertisement competition
- 'The Grand Prize', 2006 Seoul University, Case Study of Management thesis competition

SKILLS

Computer skills: Office tool : Advanced skill in MS office
Graphic tool : Advanced skill in Adobe Photoshop, Illustrator
Vedio editing tool : Basic skill in Edius

Language skills: Fluent english (ielts 6.0) / Familier with Japanese and Chinese