

HYE JIN CHUNG

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EDUCATION

The Pennsylvania State University

Department of Communications

B.A. in Advertising and Public Relations, Minor in Business Administration

University Park, PA

Class of 2010

WORK EXPERIENCE

Camerata Virtuosi New Jersey Orchestra

Marketing Manager

Northvale, NJ

01/12-09/12

- Developed and implemented long and short-term marketing strategies for the orchestra
- Initiated the development of the orchestra as a brand using marketing strategies
- Created and produced all press releases, commercials and 2nd edition of marketing promotional materials
- Managed seven employees and delegated duties for each employee
- Managed relations with all patrons through production of e-newsletters, fundraising parties, and regular donor's meeting
- Promoted new concerts and services and represented the orchestra at various events
- Developed and maintained the website of the orchestra

New York Times Company

Brand Marketing Account Executive

New York, NY

09/10-01/12

- Presented a nationwide billboard advertising plan that implemented the brand marketing technique of the firm
- Collected information on prospective needs and preferences of target audiences through market research
- Created advertisement ideas and campaigns for maximizing the impact of various brand products using well-established marketing tools
- Developed and maintained content for The New York Times "marketing group" website

MTV Networks International

International Marketing Intern

New York, NY

01/09-08/09

- Acted as an assistant program photo editor for the MTVNI (MTV Networks International) b2b website
- Edited and maintained program specific content for the website
- Created new marketing materials and power point templates for International Program Sales (IPS) presentations
- Created marketing posters for MTV Europe's launch of various new programs
- Acted as a member of the Time Square Street Marketing event for the "SpongeBob 10th Anniversary"
- Assisted with the creation and editing of "the informer" marketing newsletter for IPS

Cheil Worldwide (Samsung House Advertising Agency)

Account Executive Intern

Seoul, South Korea

07/08 - 08/08

- Communicated marketing ideas with prospective clients such as Baskin Robbins 31 and CJ Lion and implemented approved ideas
- Executed and developed the marketing plan for Korea Telecom Freetel's SHOW advertising campaign
- Generated advertising ideas for the largest wireless communications corporation in South Korea
- Delivered pitches at each stage of the advertising production process to the senior management

NCC Advertising Agency

Account Executive and Copy Writer Intern

Seoul, South Korea

05/08 - 07/08

- Presented a nationwide billboard advertising plan implementing the country's novel marketing technique
- Created print advertisement and radio script for KOTRA (Korea Trade Investment-Promotion Agency)
- Produced English versions of print advertisements
- Collaborated with employees from Ogilvy&Mather Korea on translation of marketing ideas

Korean Broadcasting System (KBS)

International Broadcasting Department Intern

Seoul, South Korea

05/07 - 08/07

- Obtained the highest score on the qualification exams to work in the international broadcasting department
- Produced and edited television programs, wrote scripts and recorded news regarding the Korean economy
- Created program descriptions and translated existing ones into English

LEADERSHIP

American Advertising Federation

Advertising Production Committee

University Park, PA

01/06 - 05/10

- Organized committee meetings and coordinated projects to create advertisements for AAF competitions

Korean Students for Christ

Alumni Relations Director, Small Group Leader

University Park, PA

09/05 - 05/10

- Coordinated events to strengthen the relationship between 300+ alumni and 200+ current members
- Created newsletters to enhance the awareness of the organization among alumni
- Directed weekly small group meetings and prepared meals for the group

THON

Finance Committee Member

University Park, PA

09/07 - 03/08

- Raised the largest amount of funds in THON history
- Organized Finance Committee meetings and distributed responsibilities among the committee members

SKILLS

- Proficient in Microsoft Office (Word, Excel, Power Point), Photoshop, InDesign, Illustrator, Dreamweaver, SPSS, HTML, and Word Press
- Fluent in Korean and English