SEMI HONG

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**PROFILE:**

Ambitious graduate with international commercial experience. Personable and articulate communicator, highly organised, driven to deliver first class results both academically and professionally, building productive relationships with clients and colleagues alike. A proven natural leader, confident working to deadlines and under pressure. Thrives in a diverse, multicultural environment and always strives to deliver extraordinary results.

**KEY SKILLS:**

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| * **Analysis & Research:** Meticulously analyses and disseminates large volumes of information to deadlines.
* **Interpersonal Skills:** Trilingual, strong communicator who relates cross-culturally with ease.
* **Client Management:**  Experience in consulting with clients both locally and abroad.
* **Leadership:** Managed a team of ten, familiar with delegating and distributing workload.
* **Highly organised:** Planned large-scale events for government ministries, in line with a strict budget.
* **Innovative:** Conceived new strategies to drive revenue and improve overall company performance.
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**EDUCATION:**

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| 2011 – 2012 | University of Warwick | MA International Relations |
|  |  | *International Relations TheoryInternational Relations of Pacific AsiaTheories and Concept of Securities Studies Journalism Course* |
| 2011 | King’s College, London | International Pre-Masters Programme |
| 2009 | United International University | English Language Course |
| 2006 – 2007 | Waseda University, Japan | Japanese Language Programme |
| 2004 – 2009 | Chung-Ang University, Seoul, Korea | BA (Hons) Japanese Literature*(Scholarship student, graduated summa cum laude, with distinction/first class degree)* |

**EMPLOYMENT:**

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| **January – November 2009** | **Conference Organiser** | **Prime International Co. Ltd.** |
| * Initially selected as an Intern for this event company in Tokyo, Japan, my success in this role led to my full time appointment as a Conference Organiser
* Directed a team of up to 10 external subcontractors and internal team members to plan and deliver events to time, cost and quality
* Coordinated all events to ensure they met and exceeded client expectations and were delivered within budget and to tight timescales, including international conferences accommodating up to 1000 guests
* Liaised with CEOs, ministers and overseas clients to schedule and deliver events including arranging travel and accommodation, and handling last minute issues such as reorganising presentations due to unexpected delay
* Consulted with and advised professional bodies/government organisations on venues and programme structuring
* Produced detailed proposals for events (e.g. timelines, venues, suppliers, legal obligations, staffing and budgets)
* Maximised event publicity and exposure through effective PR, liaising with newspapers and other media through effective press releases and promotional briefs
* Used excellent industry knowledge to negotiate best quality and value at lowest cost for all goods and services
* Ensured adherence to legal/insurance requirements and health and safety obligations
* Coordinated all aspects of each event on the day to ensure that all ran smoothly, including handling client queries and troubleshooting exhibitor and visitor problems
* Managed the build, running, dismantling and removal of each event
* Carried out post-event evaluation to drive continuous improvement at every level, preparing reports
* Devised and implemented innovative new organisational strategies and proposed a set of company rules to strengthen internal communication
* Maintained the company website and regularly updated content to attract new clients
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**ADDITIONAL INFORMATION:**

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| Languages: | Fluent in Korean, Japanese and English |
| IT Literate: | Microsoft Office Specialist Certificate (MOS) with skills in Word, Excel, PowerPoint, Outlook |
| University Roles: | General and Planning Team Leader in the Japanese Literature Department at Chung-Ang University, responsible for organising events on a tight budget. Distributed work in advertising, marketing, fundraising, maintaining membership database etc. among a team of 10-12. Team Leader for Japanese Affairs Society, led weekly presentations on a variety of topics. Active participant in Warwick’s Journalism Open Campus Certificate Programme with the aim of developing journalistic skills and strengthening political awareness. |
| Voluntary Work: | Taught Japanese to Korean people and Korean to Japanese people (2005) Mentor for international students helping individuals to settle in Korea , advising on coursework and how to adapt to university life (2007)  |
| Driving Licence: | Full, Clean |
| Interests: | Qualified windsurfing instructor with special aptitude for training and coaching beginnersTravel , including trips throughout Europe and Asia to dateExperienced pianist  |

**REFERENCES AVAILABLE ON REQUEST**