**HEESOO BYUN**

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**OBEJECTIVE**

Recently graduate entry-level candidate with a passion for sales and especially with digital PR experience, applying for Sales Manager at Canon Korea to gain sales and marketing professionals, increasing sales

**EDUCATION Mar 2013- Aug 2018**

The Sejong University Seoul, Korea

* Major : B.A. English Language and Literature with double major in Tourism Business Administration
* Cumulative GPA : 3.72 / 4.5
* Relevant Courses: Principle of Business Administration, Marketing Communication, Strategy Marketing
* Fresh graduated in Fall, 2018
* Study Abroad : Studied at Ferrum College in United States [ Sep 2016 – Jan 2017 ]
* Award : The Book Review contest First winner, The Self-PR competition First winner, Sejong University

**RELEVANT EXPERIENCE**

***Digital PR Intern*, Weber Shandwick Seoul, Korea**

**March 2018 – September 2018**

* Developed and edited monthly newsletters contents in various formats on Hanwha global newsroom that provides industry information to employees, raising page views and social sharing by 74%
* Analyzed competitors based on data for creating report and supported global influencer campaign on Samsung Notebook’s social media channel
* Monitored major news in related industry and VOC on social media and provided daily summary of important current affairs to LG Mobile and Samsung Notebook

***Leader*, Studysearch (English Speaking Class Platform)**  **Seoul, Korea**

**March 2017 – November 2017**

* Taught English speaking to 80 adult students by preparing customized contents using American drama and pop songs
* Reached 4.9/5.0 customer satisfaction with positive reviews and gained incentives which is 3 times more than usual income since most of students retake my class

***Communications Director*, Pragmatist(Marketing Nonprofit Organization) Seoul, Korea**

**February 2017 - July 2017**

* Helped social enterprise to attract new customers by creating posters, making proposal for event including promotions and campaign online
* Presented 10 marketing strategy suggestions based on current market research and sought feedback from marketers
* Managed the page of Pragmatist on Facebook to promote internal programs and communicate with members

**Sangsang Marketing School, KT&G Seoul, Korea**

**June 2014 - October 2014**

* Performed team project to enhance corporation brand image and suggested marketing strategy by developing promotional plans
* Earned firsthand knowledge of marketing industry and studied marketing trends to utilize marketing information

***Online marketer*, Eduwill**  **Seoul, Korea**

**July 2013 – October 2013**

* Designed and uploaded SNS contents and executed Facebook advertisement, reaching 28,000 potential target
* Conducted street campaign with booth installations in Hongdae, targeting college students and resulting in more than 200 fans of Facebook page

**EXTRA INFORMATION**

Language: Native in Korean, fluent in English TOEIC 895 (03/2017), OPIC IH (01/2018)

PC Skills: Excellent command of Photoshop, PowerPoint / Proficient in MS Office (Word, Excel)