

An award-winning, proactive account manager with experience in managing client relationships, supporting cross-functional teams, and delivering impactful brand campaigns. Skilled in coordinating projects from development to execution, ensuring timely, accurate delivery. A strong communicator with problem-solving abilities, thriving in fast-paced environments and adapting quickly to trends.

Experience

Account Coordinator · Strategist @ Crevisse Partners

Seoul, South Korea | May 2023 - July 2024
Key Clients: UNICEF, Lenovo, Habitat, World Vision

- Managed 12+ client campaigns from start to finish, ensuring on-time delivery of websites, videos, photography, and e-mail content by aligning creative, media, and finance teams.
- Spearheaded post-campaign analytics for UNICEF's fundraising campaign, identifying high-impact channels that increased engagement by 40% and informed future strategy.
- Strengthened client briefs by uncovering key insights and strategic opportunities, aligning them with objectives to deliver site launches, video shoots, and programmatic ads.
- Built and maintained strong client relationships, ensuring clear communication and alignment with project objectives.

Marketing Intern @ Golden Stella

Atlanta, GA | Aug 2021 - July 2022

- Created and managed 50+ social media content pieces, boosting brand visibility and increasing engagement by 30%.
- Developed 100+ product descriptions and naming conventions, optimized e-commerce presentation.
- Streamlined communication with 20+ vendors through automated email templates, improving operational efficiency and reducing response time by 25%.

Digital Marketing Intern @ Langdy

Seoul, South Korea | Aug 2020 - Nov 2020

- Executed 10+ targeted digital ad campaigns, increasing brand awareness and customer engagement.
- Analyzed campaign performance data for 15+ projects, optimizing strategies and improving ROI by 20%.
- Collaborated with 5+ influencers to create branded content, driving a 30% increase in social media reach and engagement.

Education

PG Cert. in Advertising Account Management

Humber College | Toronto, Canada 2024-2025

B.A. in Public Relations & Advertising

Sookmyung Women's Univ | Seoul, South Korea 2017-2023

Awards

Clio Awards

- Bronze - Student Innovation (2023)
- Bronze - Student Partnerships & Collaboration (2023)

New York Festivals

- Finalist - Student Avant-Garde/Innovative (2023)
- Finalist - Student Public Relations (2023)
- Shortlist - Social Media & Influencer (2024)
- Shortlist - Student Digital/Mobile (2023)
- Shortlist - Student Design (2023)
- Shortlist - Student Avant-Garde/Innovative (2023)

MAD Stars

- Crystal - Pivot Group (2023)
- Finalist - Integrated Stars (2024)

Skills

- Strategic Planning
- Project Management
- Deadline Management
- Interdepartmental Coordination
- Campaign Analytics and Reporting
- Client Relationship Management
- Microsoft Suite (PowerPoint · Word · Excel)
- Adobe Suite (Photoshop · Illustrator)
- Languages (English · Korean)

Personal Interests

Passionate about kickboxing for stress relief, travel, and the art of beaded jewelry creation. A dedicated follower of EPL (soccer) and jazz music, with a strong appreciation for quality coffee.

Certifications

- Google Analytics Certification
- TCPS 2: CORE-2022