

Youngjoo Chung

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EDUCATION

University of North Carolina at Chapel Hill Chapel Hill, NC
Bachelor of Arts in Media and Journalism; Ad/PR Concentration; Studio Art Minor Expected Graduation Date: May 2026

Relevant Coursework: Photography I (A), Tools for Info Literacy (A), Intro to Digital Storytelling (A), Foundations of Info Sci (A), Media Ethics (B-), Principle of AD/PR, Foundations of Interactive Media, Drawing in VR, Intro to Business (B)

EXPERIENCE

Bilin Technology

Sales and Marketing Associate Intern

Remote

December 2023 – Present

- Outreached to over 3000 individuals related to University of North Carolina via digital marketing strategies and email, building connection with 15 clients from all different fields
- Collaborated with the sales team to identify potential clients, prepare sales pitches, and facilitate communication with prospects.
- Analyzed campaign performance and sales data to evaluate the effectiveness of strategies and identify areas for improvement.

Bonchon

Server

Greensboro, NC

May 2023 – August 2023

- Provided exceptional customer service, ensuring an outstanding dining experience for each guest.
- Demonstrated in-depth knowledge of menu items, to recommend dishes according to customer preferences and dietary needs.
- Handled customer inquiries and resolved any issues with a positive attitude, ensuring customer satisfaction and repeat business.

Imperial Koi Asian Bistro & Sushi Bar

Restaurant Hostess

Greensboro, NC

April 2022 – December 2022

- Greeted guests and sat customers at tables or in waiting areas.
- Supported serving staff, food runners and bussers to keep the dining room presentable and ready for guests.
- Answered phone inquiries to schedule and confirm reservations, record takeout orders and respond to service questions.
- Managed guest expectations by relaying information regarding hours, wait times and special, while staying attentive to server availability

Private Tutor

Korean tutor

Greensboro, NC

March 2022 – June 2022

- Designed and implemented engaging, student-centered English language lessons tailored to the unique needs of elementary-level Korean students with limited English proficiency.
- Utilized interactive teaching methods, including games, storytelling, and multimedia resources, to enhance language acquisition and maintain student interest and motivation.
- Provided personalized feedback to students and communicated effectively with parents about their child's progress and areas for improvement.

Vitality Bowl

Team Member

Greensboro, NC

December 2020 – October 2021

- Built and maintained working relationships with peers and upper management.
- Addressed customer needs, responding to specific requests.
- Contributed to team safety and productivity by removing safety hazards and keeping areas neat and well-stocked.

LEADERSHIP & PROFESSIONAL DEVELOPMENT

Korean American Student Association

Outreach Chair/Photographer

Chapel Hill, NC

August 2023 – Present

- Manage the social media account and head of marketing for the club for any events.
- Communicate between general members and board members for fast and accurate information.
- Use digital marketing to promote events and help gain interest towards the club by photographing all KASA related events
- Constantly update the social media accounts for any new updates and info for the general members on time.

UNC Marketing Club

Member

Chapel Hill, NC

August 2023 – Present

- Participated in the Marketing Bootcamp for networking and recruiting at UNC Kenan-Flagler Business School.
- Attended events and meetings held by the club to learn more about marketing.
- Built connections with other fellow students interested in marketing and other companies that presented during events.

ADDITIONAL INFORMATION

- **Skills:** Digital Marketing, Social Media Management, Special Events Planning, Customer Service, Proficient in Korean, Art styles and Techniques, Presentations of designs, Budget Management, Communication, UI/UX, VR
- **Interests:** Photography, Art, Traveling, Event Planning
- **Websites/Portfolio:** <https://artbyyoung.weebly.com>