

SANGIL JUNG

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EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA – Los Angeles, CA **May 2022**

MA Global Communication in Annenberg School for Communication and Journalism
Merit Scholarship (2021-2022); GPA: 4.0 / 4.0

LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE – London, England **Dec 2021**

MSc Global Media and Communications

SEJONG UNIVERSITY – Seoul **Feb 2020**

B.A Communication Arts and ArtTechnology in Global Media Software (Interdisciplinary)
Honors: summa cum laude (GPA: 4.26/4.5); Early Graduation (one year) for Academic Excellent; 1st Prize Scholarship (2014-2020)

PROFESSIONAL WORK

Bi-lingual Account Coordinator (Advertisement & PR Intern), Saeshe – Los Angeles, CA **Dec 2021 – Present**

- Increased the engagement and awareness on *LA County Public Works*'s 'Used Oil Recycling' and 'Delete the Divide' campaigns
 - Collected how many people engaged in the promotion, and how many gallons has been collected for setting up the campaign goal
 - Developed a Zip code finding program with Python, collected 3,800 schools' data, and compared it to the median income of each district
 - Managed accounts' owned media & Facebook Page, and tracked the number of clicks on the "Apply Today" button with Google Analytics
- Wrote press release, flyers, and non-paid Ads (Twitter, Facebook, Nextdoor & Eventbrite), and found target audience for TV commercial
 - Discovered the most efficient channel by interviewing visitors, and invested 10% more budget on that channel

Social Media Marketing Intern & Photography Manager, The Plug – Los Angeles, CA **Mar 2021 – Dec 2021**

- Promoted within three months for breaking \$100k/month sales mark through strategic marketing resulting in 16% overall increase in users
- Created a weekly trend report, scheduled posting, tracked *TikTok* influencers for UGC contents, and designed two graphics every week
- Planned partnership (*UFC; Uber Eats; TAO Group; Sam's Club*) and created related contents and merchandise for promotion
 - *UFC*: Increased Instagram reach by 14.5% within one month; *Uber Eats*: Created advertise videos and gained 3K views in total

Freelance Photographer **Jun 2014 – Dec 2021**

- Traveled 26 countries for projects about the local community, diversity, solidarity, protest, and self-discipline
- Held an exhibition for charity and donated \$440 to the local community, "*Lamalera - Whale Hunting*" (Indonesia, 2019)
- Cooperation and partnership with 14 organizations and Hollywood stars in London, Los Angeles, and Seoul

Innovative Contents Planner, The Armed Forces Medical Command Patient Experience TF – Seoul **Apr 2017 – Jul 2018**

- Co-wrote "*Armed Forced Medical Handbook 2018*"
- Designed weekly posts about patient's experience sharing, posters, a leaflet, and the commander's presentation slides
- Analyzed the quantitative volume of the patient, and the qualitative military patients' experiences

ANALYSIS & PLANNING PROJECTS

Academic Research & Planning **May 2021 – Present**

- **Quantitative Study (Statistic & Network Analysis)**: Cooperated with the game company, *Sky: Children of the Light*
 - Examined the association between players' individualism and their homophily game-playing on the metaverse (regression & network) with behavior data and survey data ($N=11,729$), and compared the independent variable to three countries (ANOVA)
- **Qualitative Study (Case Study)**: Analysis of global streaming ecology with Senior Executive in Netflix, Andy Kubitz
 - Researched APAC countries' local SVODs, their content acquisition, and strategies and compared those with Netflix and Disney+
 - Collected data from *IMDB Mojo, Rotten Tomatoes, The Numbers, HSX, The Quorum, Nielsen, Futon Critic, TV Time, Twitter, and Reddit*
 - Evaluated Vietnam's media capital (finance, infrastructure & IP), media governance (policy), and media distribution (channel & content)
- **Mapping Study**: Developing the academia about creator industries, culture, and practice; *University of Amsterdam* in 2022
 - Quantitative: Collected 4228 academic papers from WoS, drew co-authorship network map with *Python*, and visualized with *Gephi*
 - Qualitative: Clarified definitions of influencers, Wanghong, and Zhubo, and researched platforms (policy, monetization) and MCNs
 - Discovered recently popular influencers (*TikTok, YouTube*) in APAC countries, reviewed their contents, and examined how they are trained
- **Marketing Case Study**: Analyzed digital marketing strategy of [Nike Jordan](#) (Fashion); Apple (Adaptation Marketing); [RedBull](#)
 - Studied global(localization) & digital strategy of global companies, examined their STP, SWOT, and supplemented suggested IMC plan
- **Global Marketing Planning**: Global marketing strategy: "*Has Webtoon Successfully Localized in the US?*"
 - Analyzed economic, cultural, and competitive situations and suggested the localizing strategy
- **Online Marketing Planning**: Planned digital social media marketing planning and consulted a private company
 - Created *TikTok* challenge clips, *Snapchat* AR filter, a game for the CRM marketing, UI/UX application design for *The Plug*

SKILLS & LEADERSHIP

- **Citation** from *Armed Forced Medical Commander*. Ann (2017); *Superintendent of Education*. Moon (2013); *City Council Member*. Yun (2013); *National Assembly Member*. Choi (2012)
- **Reviewed** the Netflix's Net Neutrality testimony and compared its detail law provisions in France, the UK, USA, Australia and Korea
- **Contributed** an article to *Women in Leadership Publication* (www.wilpublication.com), "*Nth Rooms: The Hidden Criminals*"
- **IT**: Adobe (Photoshop, Illustrator, InDesign, Premiere, After Effects); Analysis (Python, R, Google Analytics, SQL); MS Excel; HTML
- **Skills**: Qualitative & Quantitative Analysis (FGI, Survey, Bigdata); Content Management; Online Marketing Planning; Data Analysis