

# Gildong Hong

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PHOTO

Current Address: 110 Sejong-daero, Jung-gu, Seoul, Republic of Korea

Telephone Number (Home): +82-10-1234-5678

Telephone Number (Cell): +82-10-1234-5678

E-mail: [gildong@email.com](mailto:gildong@email.com)

Skype ID: [gildong](#)

Date of Birth: 08/05/1998

Place of Birth: Seoul, South Korea

Country of Citizenship: South Korea

Desired Position: Graphic Design, Business Admin, Social Media/Marketing

Length of Program Desired: 12 months

Date Available to Start Training: 10/01/2022

## Profile

A communications specialist with over two years of experience in marketing, advertising and sales, seeking to learn from and influence the business industry in the US hand-in-hand with an inspiring organization. Hands-on knowledge in developing and implementing core marketing and sales strategies to drive established KPIs, including broad-based skills related to organizing events, promo campaigns and developing key customer relationships.

## Education

Bachelor's Degree in Marketing

ABC University, Seoul, South Korea

September 2023 – Expected Graduation Month, Year (3 Semester left until graduation)

Taking two semesters off from March 2022

Relevant Courses: Sales Negotiation, Leadership Development, Marketing Psychology, Internet and Mobile Marketing, Social Media Marketing, Public Relations, Marketing, and Creative Strategy, Project Management, Management Economics

## Work Experience

Advertising Account Manager (Full-time)

Company XYZ, Inc., Seoul, South Korea [<http://www.companyxyz.com>]

July 2022 - Present

Responsibilities/Achievements:

- Facilitated and executed ad campaigns using Facebook, Twitter, and Google Ads, SEM and SEO initiatives
- Managed social media and website assets including the planning and implementation of the client's social content plan
- Evaluated post-campaigns using key digital metrics and created improvement reports for application in the next campaigns

Project Account Manager (Full-time)

ABC Communications, Co., Seoul, South Korea [<http://www.abccommunications.com>]

January 2021 – June 2022

Responsibilities/Achievements:

- Won two new project accounts – Dillinger Planning Inc. and Bankers Investment Inc. with a total estimated worth of \$10 million for 2021 sales
- Received company distinction and awards for Outstanding Performance in Projects Sales & Collection for two succeeding quarters for achieving a total weighted performance of 150% & 100.6% for the 2nd and 3rd quarters respectively

## **Skills & Certificates**

Languages: Korean - Native, English - Fluent, Mandarin - Basic

Computer Skills: MS Word – Advanced, Excel - Intermediate, PowerPoint - Intermediate, Outlook – Advanced, Adobe Photoshop CS4 – Basic, Google Adwords & SEM – Basic

Certificates/Awards:

- Certificate of Accomplishment in Social Psychology by ABC College (May 2022)
- Social Media Marketing Specialist Course by Certified Digital Marketers Program – IMMAP (October 2021)

## **Activities**

SCORPION, South Korea

April 12, 2020 – April 24, 2022

Volunteer worker

- Assisted in various activities and helped care for children
- Planned activities and educational curriculum for children

Korea Children Unit, South Korea

September 12, 2019 – February 21, 2020

Volunteer worker

- Taught basic computer skills to children

## **Military Service**

- Enlisted in the army in March 2020
- Honorably discharged from the army in December 2022