

Sanghyun (Jeff) Lee

EDUCATION

The Pennsylvania State University

State College, PA

Bachelor of Arts in Advertising and Public Relations

May 2020

Cumulative GPA: 3.74/4.0 | Dean's List: 8 / 8 Semesters

PROFESSIONAL WORK EXPERIENCE

Presidential Security, Republic of Korea Army

Seoul, South Korea

Sergeant and Squad Leader

Oct 2016 – July 2018

- Led a situation squad conducting daily and weekly practical operation to guard and protect surveillance sector of "Blue House" militarized zone
- Volunteered for the buddy system to motivate low class privates how to settle mentality to behavior as a whole

YG Entertainment

Seoul, South Korea

Social Media Coordinator - Internship

May 2016 – July 2016

- Created reports detailing project updates, performance information and ongoing trend
- Assisted the marketing team with developing and implementing social media strategies
- Developed online marketing campaigns, effectively increasing followers by 3,500+ and driving company awareness

Seoul National Broadcasting Station

Seoul, South Korea

Research Assistant - Internship

May 2015 – July 2015

- Contributed news, editorials, and features while consistently meeting hard deadlines
- Covered diverse topic, including list of topics such as news and business as a general
- Connected and worked with foreign presses for the purpose of delivering the news as well as receiving.

Korea Telecommunication Sonicboom

Suwon, South Korea

Public Relations Assistant - Internship

May 2014 – July 2014

- Acted as media liaison to ensure open and consistently professional lines of communication between the organization, press and public
- Scheduled and prepared interviews

PROJECTS & EXTRACURRICULAR ACTIVITIES

Penn State University's Innovation and Entrepreneurship Analysis

Undergraduate Researcher

Jan 2019 – May 2019

- Conducted a competition audit, media audit, social media audit, and academic literature audit by researching and collecting data to determine how to improve the university's innovation entrepreneurship efforts.
- Constructed a primary and secondary research to aid university marketing in their efforts to better communicate our university's entrepreneurship efforts
- Formulated and presented a survey to Penn State students about how effective university marketing is in reaching their clientele
- Analyzed and presented the report to the department of marketing

Penn State Advertising Creative Strategies for THROW

Undergraduate Campaign Manager

Jan 2019 – May 2019

- Created three brand new advertising campaign (print, digital video and experiential) for our client, THROW
- Launched our campaign as our client voted as number one campaign throughout the entire class and increased enrollment by 125% within 6 months

Penn State The Bridge Initiative

Social Media Manager

Aug 2019 – Present

- Successfully spearhead campaigns on social media platforms including Facebook and Instagram
- Lead team members to manage the social media advertising strategy in order to inform more people about the weekly volunteer works

United Nation Sustainable Development Goals

Administrative Manager

Aug 2018 – Dec 2018

- Managed to work on recruiting members for the club
- On a weekly basis, found a topic to discuss from the United Nation about current environmental problems
- Designed and managed club's social media accounts

AWARDS & CERTIFICATION

- Google Ads Certification (Search, Display, Video, Digital Sales, Measurement & Shopping Ads) *Feb 2020*
- Google Marketing Platform (Campaign Manager Certification) *Apr 2020*
- Microsoft Office Specialist Master (Excel, Word, PowerPoint, & Access) *Aug 2018*

SKILLS & COURSEWORK

- **Skills:** Bilingual in Korean & English (Native Proficiency) | Adobe Design Tools (Photoshop CC, Premiere CC & AfterEffect CS6) | IBM SPSS | Excellent organizational, communication and interpersonal skills | Ability to understand client requirements to establish long-standing relationships | Proficient in preparing reports, documents or papers that are related to the advertising projects
- **Coursework:** New Writing Skill, Cinema Art, Intro Advertising, Intro Public Relations, Crisis Communication, Media Graphics and Tech Skills, Introduction to Web Design and Development, Network and Telecommunication, Research in Advertising & Public Relations, Advertising Media Planning, Advertising Creative Strategy, Advertising Campaigns