

Hyunkyu (Eddie) Choi

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WORK EXPERIENCE

Marketing Designer at Myriad Palates (Seoul, South Korea)

Apr 2024 - Ongoing

- Managed in-house F&B brand REDEFINE's [social media](#); outreached to influencers for sample seeding efforts; Created short form contents such as recipe and making reels to decorate feed
- Collaborated with restaurant/bar franchises to promote and sell REDEFINE products in offline venues (eg. Bel-Fries, Dopamine Seoul, Think Book Bar Seoul)
- Organized Amazon storefront by creating A+ Contents and running promotions and search ad campaigns

Contractor Contents Marketer at JM Planet (Seoul, South Korea)

Nov 2023 - Mar 2024

- Curated, designed, and created video and image advertisements for vegan cosmetics brand Dr. PawPaw
- Maintained English communication between Dr. PawPaw and JM Planet, the sole distributor for the brand in South Korea

Sales Specialist at PMI Stanley (Seoul, South Korea)

Aug 2023 - Nov 2023

- Scheduled an annual product launch scheme for brand products for the South Korean market for 2024; Collaborated with the PD (Product Development) team to curate new product sales pitches, based on item specifications and SKU colorations
- Organized a client-specific pricing formula for simplified sales order history and data keeping; FOB scheme based on distributors and retailers and their business models
- Communicated with clients and other brands for collaborative efforts; Maintained middle communication with in-house GSC (Global Supply Chain) team and distributors/retailers, from sample order tracking to end-customer inquiries and customer service efforts

Digital Marketing & e-Commerce Specialist at Like Dreams (Los Angeles, CA)

Dec 2022 - May 2023

- Managed brand's wholesale e-commerce sales flow and data analysis, including FashionGo, Faire, OrangeShine, and Brandboom; Edited marketplace listing descriptions and organized product naming for all sales channels
- Created email marketing campaigns for brand retail site with Klaviyo software; additionally generated email flows for welcome, checkout abandonment, and abandoned visit series, and wholesale buyers (via Faire)
- Curated Facebook and Instagram ad campaigns; Produced brand product spotlight and lifestyle social media posts (Main TikTok management, and assistant Instagram management); Performed influencer outreach via Upfluence; Created Amazon Brand Story and EBC

Account Manager at NHN Global (Los Angeles, CA)

June 2022 - Dec 2022

- Analyzed sales and traffic data within the FashionGo eCommerce marketplace platform to curate specialized marketing troubleshoots for client vendors regarding business model success
- Trained onboarding vendor clients on a monthly basis; Utilized resources such as Adobe Creative Suites, Google Analytics, Mailchimp, and sheet pivot tables to generate project reports, vendor brand media content banners, etc.

Editor in Chief for Art & Hatsuye Publication (Williamsburg, VA)

Aug 2020 - Apr 2022

- Executed head editor duties in layout and copyediting for the university's AAPI-advocacy magazine, titled "Art & Hatsuye"; Vol. 3 released May 2021
- Published articles to heighten awareness about the importance of on-campus diversity and cultural inclusivity; interviewed various alum, students, and faculty of color to share their unheard stories (writer participation for 21-22 Academic Year for underclassmen leadership conversion)

Counselor at Camp Launch (Williamsburg, VA)

Jul 2021 - Aug 2021

- Conducted counseling sessions for seventh grade students in a virtual summer camp learning setting
- Ensured smooth facilitation of lectures and student engagement through technical assistance

EDUCATION

College of William & Mary

2017 - 2022

(GPA: 3.85/4.0 - Summa Cum Laude)

- Bachelor of Science in Psychological Sciences
- Bachelor of Arts in Global Studies - Concentration in Asian & Pacific Islander American Studies

Seoul International School

2013 - 2017

- High School Diploma

International School of Manila

2007 - 2013

- Elementary and Middle School Diplomas

SKILLS

Marketing & Creatives: Klaviyo Email Marketing, Adobe Creative Cloud (Photoshop, After Effects, Premiere, Lightroom), Mixcraft Pro Studio (Sound Mixing), Social Media (Experience: Tiktok, Instagram)

Data & E-Commerce: IBM SPSS, jamovi, Shopify, Cafe24, Faire, FashionGo, Brandboom, Amazon, Coupang

최현규 Eddie Choi (국문 이력서)

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디지털 마케팅 & 크리에이티브:
Adobe Creative Cloud
(Photoshop, After Effects,
Premiere, Lightroom), Figma,
Klaviyo Email Marketing,
Mixcraft Pro Studio, Social
Media (Tiktok, Instagram)

데이터 & 이커머스: IBM SPSS,
jamovi, Shopify, Cafe24, Faire,
FashionGo, Brandboom,
Amazon, Coupang



포트폴리오
링크
(비밀번호:
eddiepro)

학력 EDUCATION

College of William & Mary

2017 - 2022

(GPA: 3.85/4.0 - Summa Cum Laude, 복수 전공)
Bachelor of Science in Psychological Sciences
Bachelor of Arts in Global Studies

05/2022

Asian Centennial Service Award

2021-2022

Order of the White Jacket (OWJ)
Scholarship - \$5000

05/2021

International Student Achievement Award - \$500
International Student Opportunity Award - \$500

Seoul International School

2013 - 2017

High School Diploma

International School of Manila

2007 - 2013

Elementary and Middle School Diplomas

경력 WORK EXPERIENCE

마케팅 디자이너 / Myriad Palates (서울)

04/2024 - 현

디지털 마케팅

- 사내 브랜드 [소셜미디어](#) 관리, 인플루언서/F&B 파트너 시팅
- 레시피 메이킹 영상 소재 등 슈퍼 콘텐츠 제작

영업

- 북미, 국내 시장 레스토랑 체인 ([Bel Fries](#), 도파민 서울, 생각정리하는바) 협업
- 아마존 스토어 상세페이지, 썸네일, 프로모션, 키워드 광고 관리

(계약직) 콘텐츠 마케터 / JM Planet (서울)

11/2023 - 03/2024

광고 기획자 & 디자이너 및 본사 커뮤니케이션

- 메타, 구글, 네이버 광고 소재 기획, 제작 및 관리
- Dr. PawPaw 비건 코스메틱 브랜드 본사 영어 커뮤니케이션

영업사원 / PMI Stanley (서울)

08/2023 - 11/2023

프로덕트 마케팅

- 2024년도 국내 론칭 제품 스케줄링
- 프로덕트 (PD) 팀이랑 코리아 오피스 커뮤니케이션 관리

영업

- 이마트, 국내 총판업체 세일즈 관리
- GSC (Global Supply Chain) 팀과 고객사 주문에 대한 커뮤니케이션 역할

이머커스 & 마케팅 / Like Dreams (로스앤젤레스)

12/2022 - 05/2023

도매 이커머스, DTC 자사몰 이커머스 담당

- 훌세일 세일즈 데이터 및 콘텐츠 플래닝 (플랫폼 채널: 아마존, 쇼피파이, FashionGo, Faire, OrangeShine, Brandboom)

이메일 마케팅 제작

- 장바구니, 신규, 등 고객사 커뮤니케이션 (소프트웨어: Klaviyo)

자사 SNS 관리

- SNS 광고 및 게시물 제작 (틱톡, 인스타그램)
- 인플루언서 마케팅 (소프트웨어: Upfluence)

어카운트 매니저 / NHN Global (로스앤젤레스)

06/2022 - 12/2022

이커머스 플랫폼 MD 역할, 도매 패션 고객사 관리

- 고객 세일즈 데이터 관리 및 플랫폼 내 배너 광고 영업
- 신규 셀러 영/한 격주로 사내 테크놀로지 트레이닝

매거진 에디터, Art & Hatsuye (버지니아)

08/2020 - 04/2022

- 월리엄 앤 메리 대학교 최초 동양 매거진 에디터
 - 기사 및 스토리 카피 편집, 승인, 제출, 인터뷰, 기사 테마, 레이아웃 관리
 - [Vol. 3](#) 2021년 5월 출판 / [Vol. 4](#) 2022년 5월 출판