

EDUCATION

TEMPLE UNIVERSITY— Fox School of Business, Philadelphia, PA

Bachelor of Business Administration

Graduation: May 2026

GPA: 3.31

Major: Management Information System | Minor: International Business

Awards: University Global Scholarship, Dean's List: Fall 2023

Selected Courses: Digital Systems | Fundamentals of International Business | Statistical Business Analytics |

Microeconomics | Macroeconomics | Quantitative Methods for Business

EXPERIENCE

SANGBO CORPERATION, Hanam-Si, Republic of Korea

January 2023 - June 2023

Marketing Intern, Sales Planning Team

- Assisted with organization of a Career Fair at Knowledge Business Center, resulting in a 15% increase in applicant turnout
- Conducted market research to develop content for various social media platforms, resulting in a 23% increase in overall social media engagement in 3 months
- Collaborated with 7 team members in development and implementation of
- company's social media strategy to increase worldwide customer engagement

REPUBLIC OF KOREA ARMED FORCES, Paju-Si, Republic of Korea

June 2021 - December 2022

Sergeant / Squad Leader, Reconnaissance

- Oversaw Defense Material Information System and Defense Ammunition Information System to maintain record of demanded and supplied materials for 72 soldiers in a battalion
- Handled data of military furlough management of 72 soldiers via Excel
- Conducted 15-minute individual counseling sessions with each of 6 squad members, contributing to psychological stabilization every week

JURUNG JURUNG ZOO, Hanam-Si, Republic of Korea

May 2020 - April 2021

Cafe Manager

- Collaborated with a team of 3 members to create new menus after analyzing customer needs every week
- Executed a price reduction of approximately 5% on unpopular menu items to drive sales growth
- Promoted a campaign advocating against use of single-use items, resulting in a 1.3% increase in company's net benefit

ACTIVITIES

Secretary, Korean Student Association at Temple University

February 2024 - Present

PROJECTS

Vanguard ETF Challenge, Fox School of Business

February 2024 - Present

- Competed in a competitive event on ETFs and investment strategies with a diverse team, emphasizing and team collaboration skills
- Gained expertise in ETF fundamentals and trading strategies through a specialized webinar hosted by Vanguard's ETF Capital Markets team
- Constructed 3 innovative ETF trading strategies, demonstrating financial acumen and creative problem-solving abilities

SKILLS

Software: Microsoft Word, Excel, PowerPoint, JavaScript

Languages: Native Proficiency in Korean