

EDUCATION

Temple University – Fox School of Business, Philadelphia, PA

Bachelor of Business Administration

Graduation: May 2026

Major: International Business | **GPA:** 3.26

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 the organization of a Career Fair at the 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 the development and implementation of the 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 the Defense Material Information System and Defense Ammunition Information System to maintain therecord of demanded and supplied materials for 72 soldiers in a battalion
- Handled the data of military furlough management of 72 soldiers via Excel
- Conducted 15-minute individual counseling sessions with each of the 6 squad members, contributing to psychological stabilization eve very week

JURUNG JURUNG ZOO, Hanam-Si, Republic of Korea

May 2020 – April 2021

Cafe Manager

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

- Participated 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
- Developed 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