

# Kylie Chun

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## Experience

06/2021 – Present

### **Social / Community Intern**

*Brains on fire, Remote Work*

- Researched and provided insights into developing a brand social strategy.
- Proposed and sourced community-centered social content, especially for minority support and social concerns related to each brand's stakeholder system.
- Executed a personalized and high-touch approach to an audience of 370k across social media based on a people-first strategy to achieve better social engagement and community support.

05/2021 – Present

### **Design Researcher**

*Future Meets Present, New York, NY*

- Generated copywriting and visuals for social media while utilizing consistent brand voice and tone to promote 2021 NYC Climate Week's official closing event, Marketplace of the future.
- Conducted a climate change stakeholder analysis to build a social impact design strategy.
- Collaborated with creative designers in the development of brand aesthetics that resonates with a brand identity and target audience for social media content.

01/2021 – 03/2021

### **Marketing Intern**

*L'Oréal, Seoul, South Korea*

- Synthesized and analyzed historical and current data and built a new marketing strategy for Urban Decay.
- Collaborated with product development and PR teams to execute marketing campaigns targeted at Generation Z.

01/2020 – 03/2021

### **Research Assistant**

*plia, New York, NY, USA*

- Conducted market research and applied design thinking skills to build brand strategy for a start-up sustainable furniture company.
- Co-designed a donation campaign as a solution to delayed opening caused by the pandemic.

## Education

01/2019 – 12/2021

### **BBA: Strategic Design and Management**

*Parsons School of Design - The New School - New York, NY, USA*

- **Systemic changes in branding:** Learned the power of system thinking in business strategy and created a new lifestyle brand which allows systemic changes in sustainable lifestyle.
- **Integrative research:** Explored the consequences caused by innovation in the automated system, understood the problems, and suggested the solution by conducting design research methods.
- **Senior Project:** Designed a creative event targeting specific demographics in NYC to raise the brand awareness and sustainability simultaneously for E-waste recycling company.
- Minored in Communication Design
- Dean's BBA Scholarship for entire undergraduate
- Dean's list all semesters

05/2017 – 01/2019

### **Associate of Arts: Merchandising and Marketing**

*FIDM / The Fashion Institute of Design & Merchandising - Los Angeles, CA, USA*

- Emphasis on the development of creative, financial, technological, buying, and promotional strategies that affect consumer behavior in the digital era, along with critical thought, creative applications, teamwork, and effective communication.
- **Marketing project:** Created an extension of product in existing brand, Nike, based on the marketing strategies of segmentation, target customer, survey, competitors, brand positioning, and marketing mix.
- **Branding project:** Conducted comparison research between 'LA MER' and 'la prairie' for competitive positioning for the the new hypothetical beauty brand. Applied brand strategies such as brand resonance pyramid, brand mental map, brand identity criteria elements, leverage secondary map, and brand opportunity.

## Skills

- Adobe Creative Suite: Illustrator, InDesign, Photoshop
- Microsoft Office: PowerPoint, Word, Excel
- Tableau