

M O S E S K O

Recent graduate with a BBA in Strategic Design & Management and a minor in Communications Design from Parsons School of Design. Seeking an internship within the area of marketing, PR & branding. Technically proficient in Adobe Suite, Tableau, Microsoft Office and fluent in Korean. My career goal is to apply my skills to creative projects that can help emerging companies reach their full potential.

CONTACT

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EDUCATION

Bachelor of Business Administration
Strategic Design and Management
Parsons School of Design, The New School
New York NY | 2022

SKILLS

Adobe Illustrator, InDesign, Photoshop, Premiere Pro, Bridge, Lightroom
Tableau, Canva, Glyphs
Fluent in Korean

WORK EXPERIENCE

Sales Assistant

U.NA U.NA Apparel, Queens, NY / July 2019 - October 2020

- Provided customer service to maximize sales. Maintained accurate and attractive merchandise displays, ensuring strategic placement of product

MARKETING / BRANDING / PR PROJECTS

Entrepreneurial Business Concept | Fall '21

<https://komoses.myportfolio.com/entrepreneurial-business-plan>

Created a new business concept to tackle the lack of accessible, upscale public restrooms within the city

- Worked with a team of 3 to determine current market, investment, growth and launch strategies
- Met with team to develop value proposition, business model, and vision
- Conducted interviews based on customer profiles, researched current market for competitors, executed SWOT analysis, and outlined financial projections
- Presented project using Canva, created financial projections using Excel

Rebranding Project | Spring '21

<https://komoses.myportfolio.com/rebranding>

Selected a well-known luxury brand to relaunch with a new category product line

- Researched history of the brand, customer demographic, target market and current trends. Interviewed trend forecasters and conducted secondary research including social media and blogs
- Designed a collection of clothing. Created new logo, new products and branded new product line for relaunch of old brand
- Presented project using Google Slides. Created visual content using Photoshop and Illustrator

Brand Analysis Project | Spring '20

<https://komoses.myportfolio.com/brand-analysis>

Analyzed a company to reveal how its business plan shifted to survive during the pandemic

- Collaborated with a team of 3 classmates. Coordinated two meetings each week to determine project direction, division of labor for research and final presentation
- Designed and organized the slides and collected data about the brand through secondary research
- Considered user experience when designing layout of slides. Used Illustrator to create charts and graphics to improve flow and understanding of information