

Sanghee Yoon

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EDUCATION

The New School – Parsons School of Design. New York, NY
Bachelor's in Business Administration (BBA) in Strategic Design and Management Class of 2022
Business Models & Entrepreneur Strategy | Design of Business | Fashion Business & Entrepreneurship
Fashion Public Relations | Marketing, PR, Branding | Strategic Management | Innovation

ACADEMIC PROJECTS

Diversify by Design Spring 2022

- Work with a start-up company to identify their short-term goals
- Help them and provide them strategic solutions to get more donors

NYFW Public Relations Spring 2022

- Act as an editor to create my own magazine by using the collected research
- Researched fashion magazine leaders Vogue and WWD to identify current trends
- Create a press release as the editor of my own brand for NYFW

EXPERIENCE

Q4 Designs LLC New York, NY
Assistant Production Manager

- Managed relationships with clients such as Reebok, Free Country, Steve Madden, and DKNY
- Managed budget and order quantities for clients
- Communicated with production factories ranging garments and footwear

Content Creator – YouTube Vlogger

- Fitness
- Lifestyle
- Travel

LEADERSHIP

Doberman Party – Charity Club Event New York, NY
Volunteer 2022

- Organized a small party with all profits donated to charity

SKILLS

Technical: Microsoft Excel, Microsoft Power Points, Microsoft Words, Adobe Acrobat, Adobe Premiere Pro, Adobe Photoshop, Adobe Illustrator
Language: Korean, English