

Y O U N G S H I N

8 Snead Court Bolingbrook, Illinois 60490 (312) 209-9325 yjshin@comcast.net

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OBJECTIVE

Dynamic, multi-tasking, self starter, multiple hands on a veteran Creative Director / Digital Marketing Director executing various creative initiatives. Seeking a full-time position leveraging cost effective turn key creative solutions to a company.

EXPERIENCE

2022 - **CATHOLIC THEOLOGICAL UNION (Graduate School of Theology)** www.ctu.edu **Chicago, IL**

Present **Director of Digital Presence**

- Restructured previous online advertising strategy to save 40% and increased ROI
- Created a series of Annual Fund videos that resulted in a 200% increase in web traffic on the donation landing page
- Transformed a traditional print magazine into an online version, eliminating the \$25K annual cost of printing and mailing
- Integrated QR codes to the printing collateral to increase 25% traffic to landing pages
- Created an innovative, module-based marketing campaign in collaboration with other departments and remarketing strategy to increase 145% inquiries
- Initiated to build a new institutional website to dramatically improve SEO, user experience and competitive advantage with 20% cost of conventional web development cost
- Streamlined workflow to enhance productivity and saved 15% annual budget
- Provided digital marketing solutions to boost enrollment from potential students' POV by utilizing videos, graphics, photos, website, social media and email marketing
- Designed a multi-purpose AV conference room, utilizing a PTZ camera system to save 25% of budget
- Managed internal staff and vendors for creative productions, such as videos, print and events, solving problems and troubleshooting
- Directed live events with multi-camera shooting and live-streaming via Zoom and YouTube
- Managed website, social media, email marketing, online/offline advertising, and online newsletters

2011 - **2N1 MEDIA, LLC.** **La Grange, IL**

2022 **Creative Director/Marketing Director/President**

- Launched Surge (www.picksurge.com), a new technology of virtual mass audience solution for live events in the U.S. market
- Launched a cost effective landing page solution, Joa (<https://myjoa.com/>) for single product marketing tool
- Offered video production support for NBC Olympics in 2018 PyungChang Olympics and NBC Dateline local video shoot in Korea
- Served as international marketing firm for South Korean companies (B2B/B2C) and KOTRA (The Korea Trade-Investment Promotion Agency)
- Created pitch books, websites, and marketing collateral for various independent financial institutions
- Offered marketing strategies and supporting services to multiple private schools
- Provided marketing solutions for various industries' new product launches at prices 35% below the average market cost

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2005 - **JOB SEARCH TELEVISION NETWORK - JSTN™** **Geneva, IL**

2011 **Founder/Executive Producer**

- Created and developed an innovative video recruiting product
- Responsible for managing the business, producing TV shows, overseeing the video productions and distribution, creating sales presentations to acquire new clients, and maintaining existing clients.

Selected accomplishments include:

- Partnered with Comcast and launched TV shows in 2008 on Comcast Cable channel 102 in Chicago/NW Indiana market reaching 1.2 million digital homes/3.5 million viewers
- Launched the first video-centric online job board
- Landed 7 initial clients as launching partners; McDonald's, Allstate, Comcast, DeVry, Kensington International and NorthShore University HealthSystem
- Created programming to support job search process for job seekers
- Streamlined the production flow in cost-effective way to save 40% of the production cost
- Designed and launched online career fair, partnering with Liberty Mutual, Fannie Mae and Cleveland Clinic

EDUCATION

1997 - BOSTON UNIVERSITY **Boston, MA**

1999 Master of Science in TV

1988 - CHUNG-ANG UNIVERSITY **Seoul, Korea**

1992 Bachelor of Arts in Drama and Cinema

SKILLS

Technology: Adobe Creative Suite, MS Office Suite, Apple iWork, Videography, Photography, Drone, Ronin, Video/Photo Editing, Content Management Systems: Wordpress, Divi, Elementor, MailChimp, Canva, Trello

Specialty: Brand Management, Digital Content Development, Project Roadmap, Strategic Planning, Project Management, Leadership, Trade Show/Pop Up Design, Mentoring, Cost & Data Analysis, Risk Management, Team Management and Building, Leadership, Content Marketing, Budgeting, Contract Negotiations, Lead Generation, Art Direction, Presentations, Sales, PR, Social Media, SEO, SEM, Offline/Online Advertising, Email Marketing, UX Design, Copywriting Development, Fundraising, Global Marketing, Advertising, Printing Design, Live Events, Broadcasting, Copywriting Development, Troubleshooting, Multi Tasking, Organization Skills, Omni Channel Marketing, Graphic Design

Award: New York International Independent Film Festival **New York, NY**

2001 Best Social Documentary, "Small Justice"

Languages: English (Fluent) & Korean (Fluent), Chinese & Japanese (Read & Write)