

Justine Jieun Hong

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Education

University of Maryland
College of Arts & Humanities
B.A. in **Communication**

College Park, MD
GPA: 3.4
Expected Dec. 2013

Work Experience

- International Dairy Foods Association**, *Social Media/Communications Intern* June 2013 – Sept. 2013
Created new forms of social media platforms for the organization and its members Washington D.C.
Executed the National Ice Cream Party and the Washington Conference with more than 1,000 attendees
Utilized IDFA's social media platform viewers with a 70 percent viewer increase
- MedStar Harbor Hospital**, *Marketing & Community Relations Intern* Jan. 2012 – May 2013
Write and research monthly health columns for local newspapers and hospital Baltimore, MD
Execute logistics for special events, community events and seminars
Create interactive social media messages for the hospital's Facebook and Twitter pages
- Georgetown Cupcake**, *Store Associate* Jun. 2011 – Present
Streamline packaging orders by coordinating with fellow employees to lessen long lines Washington, D.C.
Design elegant frosting for wedding and business orders for large-sized companies
Train new employees on store etiquette and touch screen computer program for cashiers
- Red Bull**, *Wiings Team Member* June 2011 – January 2013
Promote the consumption of energy drinks amongst young adults and college students College Park, MD
Plan marketing events showcasing professional athletes endorsed by Red Bull
Delegate and plan locations where potential consumers would be inspired to drink Red Bull
- Teaching Assistant**, *COMM231: News Writing and Reporting I* Sept. 2012 – Dec. 2012
Prepare lectures and activities for undergraduate students twice a week College Park, MD
Support students in pursuing public relations as a major and class related material
Meet with professor and teaching assistants once a week in enhancing the class and learning material
- Other experience:** Waitress at Ten Ren's Tea Time, May 2013 – Present; Brand Ambassador for Triple Points Interactions, May 2011 – Present; Pre-Advising Receptionist for the Office of Undergraduate Studies, May 2011 – July 2011; Model/Store Associate for Hollister Co.

Extracurricular Activities

- Public Relations Student Society of America**, *President & Historian* Oct. 2012 – Present
Arrange general body interest meetings and public relations-related events College Park, MD
Organize field trips and events by networking with alumni and public relations related organizations
Manage students in executing the communication department's annual Grunig Lecture with more than 100 attendees
- Lambda Pi Eta Honors Society**, *President* May 2012 – Present
Meet with faculty advisor weekly to discuss upcoming plans College Park, MD
Devise a strategic plan with several goals for the society to accomplish by the end of the academic year
Induct more than 50 members as the first president serving after a year after the organization's hiatus
- Alpha Xi Delta**, *Publicity Chair & Colony Founder* Oct. 2012 – Present
Enhance the image of a newly colonized fraternity College Park, MD
Connect and submit updated news in the chapter to the fraternity publication *The Quill* once a semester
Communicate with members about the importance of the reputation of the fraternity
- Korean Student Association**, *President & Public Relations* Sept. 2012 – Present
Coordinate with other Asian-Interest organizations for fundraisers and student events College Park, MD
Oversee the planning of general body interest meetings for more than 100 students three times a semester
Promote Korean culture and provide a social support system for the Korean/Korean-American community
- Unwind Scholars Magazine**, *Cover Editor* Sept. 2010 – June 2013
Supervise writers and photographers to coordinate a themed cover each month College Park, MD
Delegate assignments to photographers for monthly cover reviews
Design the layout of each monthly cover while coordinating with chief editors
- Additional Activities:** Board of Class Council of 2014; Broadcast Intern for FOX Sports Radio; Lambda Pi Eta honors society, Coordinator for FACES Fashion Show 2012; Casanova? Dance; Korean Campus Ministry; Terp Thon

SKILLS & ACCOMPLISHMENTS

Computer: Adobe Photoshop, Adobe InDesign, Twitter, Facebook, Hootsuite, LinkedIn, Pinterest, Tumblr, Instagram, Prezi, Microsoft Word, Microsoft Powerpoint, Survey Monkey, Weebly

Knowledgeable in: AP Style

Awards: Dean's List (2011- 2013), Bryn Mawr Art Award (2010), Maryland Emerging Artist Exhibit Award (2010), All-Star Golf Championship (2007, 2009, 2010)