



Hyun-Jin, BAE

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Education

- Mar.12-Feb.14 **Yonsei University**, Graduate School of International Studies
Major- International Business & International Development Cooperation Field
- Concentration: International Marketing, Strategic Management and Global Competition Culture and Globalization, Culture Business and Global Issues, Comparative Culture and Society, Culture and Development, Global Marketing
 - Thesis : Structure and Dynamics of the Chinese Tourism in Korea Society: a qualitative study
- Mar.04-Feb.09 **Kyung Hee University**
Major- English Interpretation and Translation & Classes for Teaching Certificate & Business Administration
- Concentration: Interpretation and Translation & Management
Relevant Courses: , Introduction of Interpretation and Translation, Korean-English Translation, Advanced Interpretation, Introduction of Marketing, Consumer Behaviour, Introduction of Management, Economics, Business Statistics, Principles of Accounting, Finance Accounting
- Aug. 05-May.06 **Pittsburg State University (Exchange Student)**
Major- Business Administration
- Concentration: Strategy and Entrepreneurship
Relevant Courses: International Marketing, International Business, Marketing Strategy, Operations Management, Quality Management, Management Information System

Professional Experience

- Mar. 14 – Mar.17 **Ministry of Culture, Sports and Tourism (MCST), Sejong, Korea- *Translator and Interpreter***
- **Achievement - Interpretation (*Korean to English*)**
 - Meeting between Ambassador of Italy and Minister of Culture (Mar.2014, Seoul, ROK)
 - Meeting between Ambassador of Turkey and Minister of Culture (Mar.2014, Seoul, ROK)
 - Meeting between Chairman of British Council and Minister of Culture (Mar.2014, Seoul, ROK)
 - ASEAN Dialogue Partners Ministers Responsible for Culture and Arts, Consecutive and whispering (17th~21st Apr.2014, Hue, Vietnam)
 - 1st ASEAN+ROK Cultural Ministers Meeting, Consecutive (Apr.2014, Hue, Vietnam)
 - Meeting between ASEAN Minister and Minister of Culture (Apr.2014, Seoul, ROK)
 - Korea-Africa Culture & Art Forum, Consecutive and whispering (22nd ~ 23rd May.2014, Seoul, ROK)
 - 6th ASEM SOM (Senior Officials Meeting) Cultural Ministers Meeting, Consecutive (18th ~ 22nd Jun. 2014, Rotterdam, Netherlands)
 - Meeting between Deputy U.S. Secretary of State and Minister of Culture on Current Status of the Overseas Korea Cultural Centres (Jul.2014, Seoul, ROK)
 - 3rd APTCCN (ASEAN plus Three Cultural Cooperation Network) Meeting, Consecutive and whispering (26th ~ 29th Aug.2014, Singapore)
 - Meeting between Minister of Culture of Vietnam and Minister of Culture (Sep.2014, Seoul, ROK)
 - Meeting between Secretary of Home Affairs of Hong Kong and Minister of Culture (Sep.2014, Seoul, ROK)
 - 6th ASEM Cultural Minister Meeting, Consecutive (18th ~ 22nd Oct.2014, Rotterdam, Netherlands)
 - 6th Trilateral (Korea-China-Japan) SOM Cultural Ministers Meeting (11th ~ 12th Nov. 2014, Yokohama, Japan)
 - Luncheon Meeting between Minister of Culture of UK and Minister of Culture (Nov.2014, Seoul, Korea)
 - Presiding the Signing Ceremony of Memorandum of Understanding between Commerce and Economic Development Bureau of Hong Kong and MCST (Nov. 2014, Seoul, ROK)
 - Meeting between Ambassador of United States and Minister of Culture (FEB. 2015, Seoul, ROK)
 - Meeting between Executive Director of AESF (Asia-Europe Foundation) and Director of Cultural

Bureau (Apr.2015, Seoul, ROK)

- Meeting between Minister of Culture of Azerbaijan and Minister of Culture (May, 2015, Seoul, ROK)
- Milano Expo Cultural Summit, Consecutive (30th Jul. ~ 4th Aug. 2015, Milano, Italy)
- Meeting between Biennale President and Minister of Culture (Aug. 2015, Milano, Italy)
- Meeting between Ambassador of India and Minister of Culture (Aug.2015, Seoul, ROK)
- Official delegate for the President Visit to Prague, Consecutive (1st ~ 6th Dec.2015, Prague)
- 7th ASEM SOM (Senior Officials Meeting) Cultural Ministers Meeting, Consecutive (1st ~ 2nd Feb.2016, Gwangju, ROK)
- Meeting between Corean Du (Artist) of Angola and Deputy Minister of Culture (Mar. 2016, Sejong, ROK)
- Meeting between Chairman of ACCC (ASEAN Connectivity Coordinating Committee) and 1st Vice Minister of Culture (Mar. 2016, Seoul, ROK)
- Meeting between Executive Director of ASEF and Deputy Minister of Culture (Mar. 2016, Seoul, ROK)
- 7th World Water Forum, presided by. Madame President Park, Consecutive (12th ~ 17th Apr. 2016, Daegu, ROK)
- 7th ASEM Cultural Ministers Meeting, Consecutive (22nd ~ 24th Jun. 2016, Gwangju, ROK)
- 3rd Edinburgh International Culture Summit (EICS), Consecutive (24th ~ 28th Aug. 2016, Edinburgh, UK)
- Korean Cultural Day in Iran Business Trip, Consecutive (1st ~ 4th Oct. 2016, Teheran, Iran)
- Meeting between Senator Kim of Canada and Minister of Culture (Nov. 2016, Seoul, ROK)
- Site Visit of Ambassadors and Directors to Korea to PyeongChang 2018 Winter Olympics Test Event (Feb. 2017, PyeongChang, ROK)

- Interpretation (*English to Korean*)

- Meeting between British Council Chairman and Minister of Culture (Mar.2014, Seoul, ROK)
- ASEAN Dialogue Partners Ministers Responsible for Culture and Arts, Consecutive and whispering (17th~21st Apr.2014, Hue, Vietnam)
- 1st ASEAN+ROK Cultural Ministers Meeting, Consecutive (Apr.2014, Hue, Vietnam)
- Meeting between Minister of Culture of Senegal and Vice Minister of Culture (May.2014, Seoul, ROK)
- Meeting between Director of Culture of Japan and Director of Culture (Jun.2014, Rotterdam, Netherlands)
- 3rd APTCCN Meeting, Consecutive and whispering (26th ~ 29th Aug.2014, Singapore)
- Meeting between Vietnam Culture Minister and Minister of Culture (Sep.2014, Seoul, ROK)
- Luncheon Meeting with Director of Culture of China and Director of Culture (Nov. 2014, Yokohama, Japan)
- Presiding the Signing Ceremony of Memorandum of Understanding between Commerce and Economic Development Bureau of the Government of the Hong Kong and MCST (Nov. 2014, Seoul, ROK)
- Meeting with Executive Director of AESF and Director of Cultural Bureau (Apr.2015, Seoul, ROK)
- Meeting between Minister of Culture of Azerbaijan and Minister of Culture (May, 2015, Seoul, ROK)
- Meeting between Minister of Culture of Iran and Vice Minister of Culture (Oct. 2016, Teheran, Iran)
- Site Visit of Ambassadors and Directors to Korea at PyeongChang 2018 Winter Olympics Test Event (Feb. 2017, PyeongChang, ROK)

- Translations (*Korean to English*)

- Opening remarks, congratulatory remarks, ceremony and meeting scenario, case presentation, position papers, closing remarks of Minister/1st Vice Minister of MCST participating 2015 SOM(Senior Officials Meeting) of ASEAN Dialogue Partners Ministers Responsible for Culture and Arts, 2015 ASEAN Dialogue Partners Ministers Responsible for Culture and Arts, 2014& 2016 SOM of ASEM Culture Ministers Meeting, 2014& 2016 ASEM Culture Ministers Meeting, 2016 Edinburgh International Culture Summit and etc.
- Official documents including press release related to 2014 ASEAN-ROK Commemorative Summit (11th ~ 12th Dec. 2014, Busan, ROK)
- Homepage maintenance, notice, contests, meeting document (overview) for 'Creative Korea' Project of MCST
- Courtesy call/meeting agendas and contents between MCST and Ambassadors to ROK
- Memorandum of Understanding/Agreement/Arrangement between MCST and Government Ministry of Czech, Hong Kong, Hungary, Kuwait, Poland, Portugal, Uzbekistan and etc.
- Official letters including Invitation letters for PyeongChang Test Event w/ Embassies and Cultural Centres in Korea

- Translations (*English to Korean*)

- Memorandum of Understanding/ Agreement/ Arrangement between MCST and relevant Government Ministry of Bulgaria, Denmark, Greece, India, Iran, Laos, Lithuania, Morocco, Thailand, Tunisia and etc.,
- Joint statement/declaration of the 6th Trilateral (Korea-China-Japan) SOM Cultural Ministers Meeting, 7th ASEM Cultural Ministers Meeting, consecutive and etc.
- Meeting/courtesy call contents between MCST and Ambassadors to ROK
- Invitation letters addressed to Minister of Culture
- Etc. official documents

- Others

- Drafted Memorandum of Understanding (MOU) between the MCST of ROK and the Ministry of Culture of Czech Republic and Ministry of Education and Culture of Republic of Hungary, etc.
- Implementing Official Development Assistance (ODA) programs i.e. Cultural Partnership Initiative and etc.
- Managing and controlling 11 ODA programs of MCST in the fields of culture, sports and tourism
- Developing and linking business with KOICA (Ministry of Foreign Affairs) and EDCF (Ministry of Finance)
- Acquiring budget from the Ministry of Finance for ODA programs
- Conducted ODA education to 50 relevant people of MCST

- **Skills gained** - Understanding Government structure and process
 - Network of Ministry of Culture, Sports, Tourism, Finance, Foreign Affairs and etc.
 - Diplomatic courtesy for VIPs, national guests regarding state visits etc.
 - Official language in interpretation for national guests and courtesy calls
 - Process for planning and implementing ODA programs and etc.

Aug. 13 – Sep.13 **SIGMA, Mannheim, Germany- *Marketing Advisory***

- **Achievement** - Analysing 50 qualitative interviews to keywords
 - Segmenting interviews by values and lifestyle (according to the milieu model)
 - Restructuring quantitative interview questions based on Korean culture
 - Delivering Korean values and culture on automobiles
 - Developed a marketing milieu of Korean automobile market
- **Skills gained** - Process to analyse qualitative interview contents
 - Understanding key factors for segmenting and grouping qualitative interview results
 - Building quantitative survey forms
 - Understanding of the cultural difference on automobile by regions

Mar. 12-Aug.12 **Delight, Seoul, Korea- *Marketing Manager (Part-time)***

- **Achievement** - Supervising Marketing team members (3 employees and 2 interns)
 - Monthly and Yearly PPP management
 - Planning marketing offline promotions
 - Managing online marketing tools; keyword management, power-bloggers
 - Communication with PR and online Mktg. agencies
 - Developing PR strategy; especially newspaper advertising and radios
 - Conducted project: Re-establishing corporate homepage
 - Conducted project: Building new CI of the company
 - Conducted project: Identifying Delight consumers and their needs
- **Skills gained** - Communication with the team members
 - Budget control and management
 - Building priority of the marketing tasks
 - Developing monthly, yearly strategies

Apr.09 – Mar.12 **L'Oréal Korea, Seoul, Korea- *Marketing Product Manager***

- **Achievement** - Success launches of products and line in Korea professional products market (PPD)
 - Contribution to double digit growth of Kerastase via monthly promotions
 - Selected as L'Oréal worldwide best practice of Elixir Ultime launch in Korea
 - Conducted celebrity shooting with Yoon-ah Song, and Philip Lee
 - Monthly, yearly Sales Forecast of products and PLVs from the zone (putting monthly orders, Checking shipments, adjusting orders based on sales)
 - Creating codes for new products, testers, BOMs
 - Stock management of products and control of SKUs (OOS, K100, and K300), communication

with the SCM team

- Building price of products through cost proposals
- Yearly marketing budget management (PPP) on promotions and PLVs
- Building promotions via. Purchasing other brand's products, ordering other company's resources, discounts, promotional allowances, making GWPs, sampling promotions
- Designing Sales Presenter (SP/ DM) for the sales reps.
- Translations of Brand Manager and General Manager speech from English to Korean
- Conducted Project: In-Store communication of products
- Conducted Project: Sorting salons via classes (Institutes, show cases, K salons)
- Conducted Project: Designing yearly brand book

- **Skills gained** - Vloopup, Frequency Excel Skills
 - Management of budget
 - Understanding of the luxury market and hair-care market
 - Well appraised English presentation skills and translations
 - Time management, able to meet the deadline and control the time for the schedule
 - Ability to communicate with supervisors, team workers, and different divisions
 - Insight and understanding of cosmetics field trend and vocabularies

Aug.07 – Dec.07

United Nations of Governance Centre (UNGC), Seoul, Korea- English Editor

- **Achievement** - Successfully completing the preparation of the “Regional Forum” as the Capacity Development team
 - Completing the participants list for the “Regional Forum in Jakarta”
 - Contact point representing the UNGC regarding to the Indonesia forum
 - Researching many Non-government Organizations
 - Building relationship among representatives of UN organizations
- **Skills gained** - Understanding difference between government unit and business groups
 - Ability to adjust to a new and non-yet structured society
 - Writing and Usage of formal English for high level status (via e-mail. Fax, telephone)

Sep.07 – Sep.07

Ministry of Government Administration and Home Affairs of Korea (MOGAHA), Seoul, Korea- Intern

- **Achievement** - Formed the Workshop Guide book for the “5th UNPAN e-Knowledge workshop and the Korea –e-Government Training”
 - Wrote scenario for the opening ceremony, welcoming luncheon, closing remarks for the Vice Minister, Assistant Minister, director
 - Contact point for the UNDESA and UNDP in Unites States
 - Moderator for the Opening and Closing Ceremony of the program
- **Skills gained** - Understanding the wants of managers and co-workers
 - Insight on global issues and willingness to admit diverse opinions

Skills and Other Information

Key Interpretations	ASEAN Dialogue Partners Ministers Responsible for Culture and Arts, 1 st ASEAN+ROK Cultural Ministers Meeting, Korea-Africa Culture & Art Forum, 6th ASEM SOM Cultural Ministers Meeting, 3rd APTCCN Meeting, 6th ASEM Cultural Ministers Meeting, 6th Trilateral SOM Cultural Ministers Meeting, 2014 ASEAN-ROK Commemorative Summit, 7th World Water Forum, Milano Expo Cultural Summit, 7th ASEM SOM Cultural Ministers Meeting, 7th ASEM Cultural Ministers Meeting, 3rd Edinburgh International Culture Summit
Language	Fluent English: TOEIC 990/990, TOEFL IBT 105/120, Intermediate Chinese HSK level 4 and Basic French
IT Skills	Competences in Microsoft Office, Excel Spread Sheet Programs, Acrobat Program, PowerPoint, Hangeul
Others	Participated in Marketing Ethnography Seminar in spring 2013, sponsored by Duksung Woman's University Advisory to SIGMA Germany in 2013, analyze Korea automobile market in marketing ethnographical approach