

# FINN YOU

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## SUMMARY OF QUALIFICATIONS

- \* An English to Korean translator (native Korean)
- \* An experienced brand strategist and copywriter for 17 years working for online and offline advertising agencies.
- \* Specialized in copywriting for branding, marketing, and advertising materials
- \* Copywriting for F&B brands, cosmetics brands, shopping mall projects, fashion brands, financial firms, and corporate identity building.

### Specializing in

Services	Fields
Marketing, market research	F&B (Snack, drink)
Advertising, public relations	Construction (Shopping malls , developer projects)
Internet, e-Commerce	Education (Universities, software, programs)
Retail	Fashion (Casual, outdoor brands)
Management	Corporate Identity materials
Printing and publishing	Finance (Banks)

### Skills

Computer skills	Windows 10, Mac OSX Catalina, MS Office 365 (Word, PowerPoint, Excel), Photoshop
CAT tools	SDL Trados 2019 Freelancer, SDL Multiterm 2019, Wordfast Pro 5, MemoQ 9, Memsource

### Language pairs and rates (native Korean)

English to Korean (per word)	Translation	\$0.05 up
	Proofreading	\$0.02 or \$25 per hour
	Daily capacity	3,000 words

## PROFESSIONAL EXPERIENCE

### DOOD\*\* (Digital advertising and contents agency, 2015.3~2022.10, 5 years)

Me***** - TV commercial, promotional materials	Vegan cosmetics	Worked as a brand strategy director, campaign planner, and head copywriter
Cr*** Confectionary - Online viral campaign	Snack	
Al***** - Online viral campaign	Drinks	
Da*** shopping mall renovation - Naming, brand identity, advertising campaign	Retail development	
TB*** - TV commercial, promotional materials	Cable operator	
Hu*** Psychology Consultation Center -TV commercial	Health	

### NEWD\*\*\* (Advertising agency, 2003.4~2013.10, 10 years)

No***** Insurance - TV commercial, print ads	Finance	Worked as a brand strategist, campaign planner, and copywriter
Le*** Vitamin C - TV commercial	Health	
Yu***** - TV commercial	Household goods	
Ha*** Corp. - Apartment Marketing, promotional materials	Construction	

Wo***** University – Online communication	Education	
Mo***** - TV commercial	Foods	
Fl** - TV commercial, Leaflet	Fashion	

## EDUCATION

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Master of Arts in Advertising Sogang University	2001~2003
Bachelor of Arts in Communication Bachelor of Science in Chemical Engineering (Double Major) Sogang University	1995~2001
London School of English Language School	2013.10~2014.08

## CERTIFICATIONS

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FCE (First Certificate in English, Cambridge) Pass	2014
BEC (Business English Certificate Vantage, Cambridge) Pass	2014