

SOYEON CHUNG

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Education

Pennsylvania State University, University Park, PA Aug 2022 – Present
Bachelor of Arts in Telecommunications, Expected Graduation: Dec 2026

Experience

Krazy About Korea Festival, *Event Marketing Lead* Apr 2024 – Present

- Contributed to event promotion and sponsorship efforts, helping secure \$20K+ in funding.
- Drive marketing initiatives for an annual cultural festival attracting 600+ attendees.
- Developed audience-focused messaging and content strategies to increase event participation and engagement.
- Coordinate 50+ staff across advertising, media, and operations teams to execute cross-functional event strategy.

Cinematography, Streaming Team (Prof. Sam Richards) Aug 2024 – Present

- Supported multi-camera production and real-time streaming for one of Penn State's largest classes, coordinating 700–800 live participants and contributing to the growth of a YouTube channel with over 455K subscribers.
- Supported live YouTube broadcast production for SOC119 (455K+ subscribers, 230M+ total views).
- Contributed to delivering high-quality live content in a fast-paced, real-time production environment.

Teaching Materials Assistant (Prof. Na-Young Ryu) Aug 2024 – Dec 2024

- Redesigned academic presentation materials by applying modern visual design and content structuring principles.
- Transformed complex information into visually intuitive and accessible content to enhance communication effectiveness.
- Improved content structure and layout to enhance clarity and audience engagement.

Research Assistant (Prof. Na-Young Ryu) Mar 2024 – Aug 2024

- Conducted competitive analysis of AI chatbot platforms to support product positioning and strategic decision-making.
- Designed and managed survey-based research to collect and analyze user interaction data.
- Reorganized slide content to improve visual clarity and logical flow of information.
- Enhanced visual consistency and layout design to make presentation materials more engaging and easier to follow.

Skills

Content & Social Media: Content creation, Social media management, Instagram management, Social Media Content Planning, Short-form video production (Reels/Shorts)

Event & Production: Event planning, Live broadcasting

Research & Analytics: Research analysis

Design Tools: Canva, Capcut, Adobe Express

Collaboration: Cross-functional collaboration

Activities

The Bridge Initiative(TBI), *President* Jan 2025 – Present

TAGO App Project, *Marketing Lead* Jan 2025 – Present

Korean Band Association(KBA), *Vocalist & Marketing/SNS Lead* Jan 2025 – Present

Infinite Challenge (PIC), *E-Board* Jan 2026 – Present

Student Org for Sustainable Development Goals(SOS), *Marketing Lead* Aug 2024 – Jan 2025

Start Up Club(PLO), *Marketing Team Lead* Jan 2024 – Jan 2025

Korean Golf Club (KGC), *Marketing Team Lead* Jan 2024 – Jan 2025

International Student Organization(KIO), *Marketing & SNS Lead* Jan 2023 – Aug 2024

