

DS SHIN

A.K.A. DONG SEOK SHIN



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EDUCATION

Northwestern University | Evanston, IL

September 2012 – June 2015

Bachelor of Science in Radio/Television/Film | Bachelor of Arts in Economics | Integrated Marketing Communications Certificate

Cumulative GPA: 3.8/4.0 | School of Communication Dean's List for 4 quarters | SAT Critical Reading: 800, Math: 800, Writing: 730

MARKETING WORK EXPERIENCE

Marketing Intern/Graphic Designer | Chatto Skin & Hair Care | Chicago, IL | Chairman: Chatto Wright December 2012 – March 2013

- Directed the renovation of the company's online shopping mall and executed new flows of online marketing strategies
- Designed the company's new product catalog that was showcased in the 2013 Natural Product Expo West

Floor Director | Seoul Broadcasting System | Seoul, Korea | Executive Producer: Shim Sang Dae June – September 2012

- Collaborated with renowned lecturers like Michael Sandel in organizing three lectures shows broadcasted on National TV
- Involved in the entire process of producing the lecture show from pitching to post-production for the show

Research Intern | A.T. Kearney Korea | Seoul, Korea | Chairman: Choi Young S. July – August 2010

- Researched new media advertisement strategies and the effectiveness of new media ads
- Conducted numerous studies on the effects of various marketing campaigns across different media platforms

Director of Publications and Visuals | Asian Schools Debate Championship | Seoul, Korea July 2010- July 2011

- Hosted the annual High School Debate Competition in Seoul as a member of an all-student organizing committee
- Created designs for promo videos and posters, brochures, and banners that were distributed to more than 20 countries

ADDITIONAL WORK EXPERIENCE

Teaching Assistant | Northwestern University | Evanston, IL | African and Asian Language Program September 2012 - Present

- Taught Korean languages classes to write essays, read Korean literature, analyze Korean pop culture
- Administered biweekly Korean Language sessions that offered students on campus an opportunity to learn and practice basic Korean

Dream and Act Mentor | World Vision | President (2009-2010) | Seoul and Taebek, South Korea 2008 - Present

- Collaborated with the World Vision team to teach underprivileged kids English
- Directed the annual English Camp that facilitated the learning of more than 150 students per year

Assistant of Public Relations | Noumena Education Initiative | Seoul, Korea December 2010 – July 2011

- Created and designed company's first advertisement that was published in the city newspaper
- Facilitated a digital data base for the company that improved the efficiency and quality of its curriculum

MARKETING EXPERIENCE

Marketing Exec Board | Undergraduate Economics Society | Northwestern University 2012-Present

- Planned and executed the marketing strategies for UES's various events.
- Designed and promotional materials for weekly events that were exhibited around the Northwestern campus and on SNS sites

National Champion | SAGE Global Entrepreneurship Competition | Seoul, Korea and Cape Town, South Africa 2010

- Created and managed a social networking website where students prompted communication between generations.

Promotional Graphics Designer | Freelance 2008-Present

- The Quare Fellow | Dir: Layne Drinkwater | Spectrum Theatre Company | Evanston IL February 2013
- How to Win the Game of Life | Short Film | Dir: Laura Mcgehee | Studio 22 Productions June 2012
- An Halibut Production | Dir: Seth Garben | Evanston IL May 2012
- The Elephant | Dir: Seth Garben | Spectrum Theatre Company | Evanston IL March 2012

MEDIA/PRODUCTION EXPERIENCE

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Creator/Director | The Jam Sesh | Musical Reality Show—6, 20 min. Episodes | NU Channel 1 March - June 2012

- Created and directed Northwestern University's first reality show by collaborating with four musical talents
- Led a crew of twenty people to create a show that over 4500 people watched.

Director/Animator | Have Your Tried Online Dating? | Infographics Show | Northwestern University March 2013

Director/Animator | Ants Moves Around | Short— 10 min | Northwestern University December 2012

Director | A Mental Sport | Documentary | Northwestern University Festival Incentive Grants Winner February 2012

Student Leader | International Media Seminar | Northwestern University School of Communications | Paris, France March 2013

Gold Prize in 2009 International Creativity Summit, 2009 International Creativity Olympic, 2009 International Creativity Olympiad

2009 UN International Vaccine Institute for Best Poster and Best UCC Contest.

SKILLS

General Skills Organization and Leadership | Basic Accounting and Data Management | STATA and SPSS | Digital photography

Digital Skills Proficient in Adobe Creative Suite | Apple Final Cut Pro | Microsoft Office Suite | Basic Web Designing and Javascript