

HAZEL KANG

DIGITAL MARKETING INTERN

CONTACT

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123 Anywhere St., Any City

www.reallygreatsite.com

EDUCATION

Jan 2026 - July 2026

CORNERSTONE COLLEGE
OF CANADA

- Diploma of Digital Marketing

Mar 2025 - May 2025

EDUCATION INSTITUTE OF
CONSTRUCTION

- Business English & Project
management Trainee

2022 - Expected 2027

SOONGSIL UNIVERSITY

- Bachelor of Japanese Language
and Literature

SKILLS

- Teamwork
- Cross-cultural Communication
- Influencer Outreach
- Content Planning
- Social Media Strategy

LANGUAGES

- Korean (Native)
- English (Limited working
proficiency)
- Japanese (Professional working
proficiency)

SUMMARY

Dynamic marketing enthusiast with hands-on experience in social media strategy, influencer collaboration, and digital content planning. Quick to identify and respond to emerging trends to drive audience engagement and brand visibility.

WORK EXPERIENCE

Global Digital Marketing, GraceClub

AUG 2024 - FEB 2025

Intern

Social Media Strategy & Content Planning

- Strategically planned monthly social media calendars to align with marketing goals and seasonal promotions
- Increased followers from 20,000 to 40,000 in three days by aligning content with trending topics on Japanese social media.

Campaign & Influencer Marketing

- Coordinated influencer seeding campaigns to expand brand visibility and engage niche audiences
- Organized and ran social media events to boost product awareness and engagement

Customer Communication & Brand Loyalty

- Responded to customer inquiries via social media and improved customer satisfaction
- Cultivated online community engagement, enhancing brand loyalty and retention

ADDITIONAL EXPERIENCE

Seoul Tourism Association

FEB 2024 - JUL 2024

Volunteer Tour Guide

Multilingual Tourism Assistance

- Guided international visitors in English and Japanese at major tourist attractions
- Provided real-time assistance and information to enhance visitor experience

Cultural Promotion & Emergency Support

- Promoted Korean culture and responded to urgent tourist needs with professionalism
- Played an active role in improving tourist satisfaction and perception of Korean hospitality