

S.J. YUN

SUMMARY

Communications professional with over fourteen years experience in content strategy, digital marketing, and video production.

PROFESSIONAL EXPERIENCE

Daniel Gale Digital Marketing Manager – Sotheby’s International Realty

Agency
danielgale.com

Long Island, NY
2019 ~ Present

- Create, develop, and produce engaging branded content and digital marketing campaigns across all of Daniel Gale Sotheby’s International Realty’s channels.
- Oversee day-to-day operations of website, social media channels, e-newsletter campaigns, and performance of all paid-digital marketing efforts (PPC, Display, Partnership Promotions...etc).
- Forge partnerships with industry leaders to engineer lead-generation solutions to maintain competitive market share.
- Manage the development and execution of ongoing content strategy/social media strategy.
- Ideate on future digital product roadmaps, storytelling opportunities, and SEO/SEM improvements.
- Train marketing team and agents on digital marketing trends and best practices.
- Report to Executive Team of current “digital-state”, its progress, and product recommendations.

Northwell Health Digital Content Producer

thewell.northwell.edu
northwell.edu

Long Island, NY
2018 ~ 2019

- Proposed, presented, and executed on content strategy that delivers on high quality, mission alignment, and deep audience engagement for The Well (northwell.edu/thewell).
- Created richly interactive, compelling editorial experiences across platforms via video, audio, interactive media, photography, and e-blasts.
- Produced and edited video content for various service lines that can be used broadly for marketing communications and specifically in the digital space.
- Leveraged Google Analytics and performance data to increase website traffic, newsletter subscriptions, and SEO/SEM performance.

ADP Content/UI Content Writer - Web

Remote/Telework
2018 ~ 2019

- Evaluated and consulted on content strategy to identify areas of opportunity, develop metrics and KPIS, analyze and measure success, etc.
- Developed user personas for audience segmentation that leverages brand value proposition.
- Shape user journeys that enhance user experience in personalization through storytelling devices.
- Test and learn from A/B test results to iterate on future content strategy.

Bethpage Federal Digital Marketing & Content Specialist

Credit Union
lovebethpage.com

Long Island, NY
2015 ~ 2018

- Developed and executed content strategy for digital/print marketing initiatives.
- Optimized website content for top search rankings utilizing SEO and UX best practices.
- Wrote key messaging for marketing initiatives including the quarterly newsletter, email drip campaigns, financial wellness programs, and social content.
- Measured KPIs and researched competitive opportunities that can leverage member relationships into brand advocacy.
- Produced/edited engaging video content for social media channels, branch displays, and website.
- Crafted content style guide establishing brand voice & tone.
- **2018 CUNA Diamond Award Winner for: Multi-Faceted Campaign; Digital Advertising: Complete Campaign*

Global Finance

gfmag.com
New York City, NY
2014 ~ 2017

Web Producer & Content Manager

- Managed publishing of all digital content (editorial/social/email) and website's front-end CMS.
- Consulted on website migration to new platform-Successfully increased organic traffic three-fold.
- Produced branded/sponsored video packages and live webinars.
- Optimized ad-rotation of digital sponsorships to ensure delivery of targeted impressions and leads.

A+E Networks

aenetworks.com
Stamford, CT
2010 ~ 2011

Broadcast Operations Coordinator – A&E/History/Biography/Lifetime

- Delivered final programming/ad-traffic/promo schedules to Master Control for broadcast.
- Screened programming content for audio/visual defects and create on-air graphics/snipes.

Verizon Wireless

verizonwireless.com
Warren, NJ
2009 ~ 2010

Content Programmer – Verizon Wireless Media Store

- Managed the publishing and programming of downloadable content of ringtones/wallpapers/apps.
- Analyzed sales revenue, market share, and customer data to improve UX and “fulfillment journey”.

CNBC

cnbc.com
Englewood Cliffs, NJ
2008 ~ 2008

Preditor (Assignment Producer/Editor) – WeatherPLUS

- Produced and edited digital media assets for daily distribution to affiliates (MSN, AOL Video...etc).
- Ensured digital media content adhered to compression standards and guidelines.

**Selected to serve on NBCU's Broadcast team of the 2008 Beijing Summer Olympics*

WWE

wwe.com
Stamford, CT
2006 ~ 2007

Interactive Media Editor

- Produced entertaining video packages for broadcasts, website content and mobile subscription service.
- Created editorial content for WWE.com and World Wrestling Entertainment media outlets.

NBC

abc.com
New York City, NY
2005 ~ 2006

Log Editor – USA/SciFi Channel

- Coordinated with programming teams to build broadcast schedule and maximize ad-inventory.
- Ensured the broadcast of sponsored commercials adhered to contractual guidelines.

**Selected to serve on NBCU's Commercial Operations team of the 2006 Torino Winter Olympics*

PROFESSIONAL SKILLS

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|------------------------------|----------------------|-------------------------|--------------------------|
| • Adobe Photoshop | • Email Marketing | • HTML/CSS | • SEO/SEM |
| • Adobe Premiere | • Final Cut X | • Intuvo | • Social Media Marketing |
| • Content Marketing/Strategy | • Google Adwords | • Marketo | • SQL |
| • Copywriting | • Google Analytics | • MS Word, Excel, & PPT | • Video Compression |
| • DSLR/MiniDV/Beta | • Google DFP | • Newsedit | • Video Editing |
| | • Google Tag Manager | • Puresend | • Wordpress/Drupal |

EDUCATION

Bachelor of Arts | CUNY Queens College

Major: Media Studies - An intensive study into all aspects of Traditional, Digital, and Social Media.
(Video/Television studio production, advertising, copywriting, marketing, web design.)

Minor: Business and Liberal Arts (BALA) - Business Honors Program integrating liberal arts ideologies with practical business applications.