



# SUSIE PARK

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## EXPERIENCE

### **VIDEO PRODUCTION INTERN** JUNE '15 - PRESENT

*PAN PACIFIC FILM FESTIVAL, ANAHEIM, CA*

- + Assist with lighting & makeup.
- + Film video content needed for the festival.
- + Research products needed for festival screening.
- + Create content using ProPresenter

### **DIGITAL MARKETING INTERN** JUNE '15 - PRESENT

*DARLING MAGAZINE, LOS ANGELES, CA*

- + Assist with digital marketing, social media, e-mails and SEO for Darling Magazine blog and e-commerce site.
- + Website and social media monitoring, analytics & reporting.
- + Research new trends and potential business opportunities in the digital marketplace.
- + Created company's Wikipedia page.

### **DIGITAL MARKETING** JAN '15 - JUNE '15

#### **FREELANCER**

*URBAN FUTSAL LA, LOS ANGELES, CA*

- + Designed and developed digital advertisements, e-marketing materials, and social media content

### **PUBLIC RELATIONS/ MARKETING INTERN** JULY '14 - FEB '15

*CELEBRITY STYLE WEDDINGS, LOS ANGELES, CA*

- + Collated editorial data and analyzed media coverage
- + Made liasons and answered inquiries from media, individuals, and other organizations
- + Planned and published social media content
- + Produced some marketing materials such as website banners
- + Increased Facebook fans by 35% (3.2k)
- + Increased Twitter followers by 131% (July: 2,280 followers - Feb: 6,513 followers)
- + Awarded Intern of the Month for December '14

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## EDUCATION

### **CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA**

B.S. in Communication - Public Relations

Minor in Marketing Management  
September 2013 - June 2017

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## SKILLS

Photoshop  
Excel  
Final Cut Pro  
Illustrator  
+  
Photography  
Blogging  
Modern Calligraphy



Hootsuite Certified Professional License

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## LANGUAGES

Korean (fluent)  
*Reading, Writing, and Speaking*