

Sumin Shin

Assistant Professor
School of Media and Strategic Communication
Oklahoma State University
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EDUCATION

- 2022 – 2025 **M.S. in Analytics (Computational Data Analytics Track)**, Georgia Tech
- An interdisciplinary analytics and data science master's online program in statistics, operations research, computing, and business by combining the College of Business, the College of Computing, and the College of Engineering.
- 2013 – 2017 **Ph.D. in Communication and Information Sciences**, The University of Alabama
- Primary area: Strategic Communication and Organization Sustainability Communication
 - Dissertation: Understanding organizational environmental sustainability messages on social media and testing the communication effectiveness (Committee Chair: Dr. Eyun-Jung Ki)
- 2011 – 2013 **M.S. in Communication and Information**, The University of Tennessee, Knoxville
- Primary area: Advertising and Health Communication
 - Thesis: The impact of text size of responsibility messages in magazine alcohol advertisements among college students (Committee Chair: Dr. Roxanne Hovland)
- 2002 – 2009 **B.S. in Business Administration**, Yonsei University, South Korea
- Primary area: Marketing

ACADEMIC APPOINTMENT

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| Aue. 2022 – current | Assistant Professor, School of Media and Strategic Communication, Oklahoma State University |
| Aug. 2017 – June 2022 | Assistant Professor, Department of Communication, University of Wisconsin-Whitewater |

RESEARCH INTERESTS

- Strategic Communication
- Artificial Intelligence in Communication
- Organization Sustainability Communication
- Health Communication
- Consumer Behaviors
- Social Media
- Computational Data Mining and Big Data Analytics

ACADEMIC AWARDS, HONORS, & GRANTS

- 2021 Research Apprenticeship Program, the Undergraduate Research Program at University of Wisconsin-Whitewater (\$850; Oct. 2021 – May 2022)
· Undergraduate student researchers: Payton Navis (Freshman), Lauren Sankey (Freshman)
- 2021 Excellence Research Award, Department of Communication, University of Wisconsin-Whitewater
- 2020 Graduate Course Development Program (COMM745: Practicing Advocacy and Influence), College of Art and Communication at University of Wisconsin-Whitewater (\$500; Aug. 2020)
- 2020 Mentoring First-Generation Undergraduate Researchers Online Tools for Graduate Study Workshop Series, Undergraduate Research Program at University of Wisconsin-Whitewater (\$200; Jan. 2020)
- 2019 The Outstanding Dissertation Award, the College of Communication and Information Sciences, the University of Alabama
- 2019 Faculty Initiative for Research/Scholarly/Creative Excellence (FIRE) Grant, University of Wisconsin-Whitewater (\$5,000; Aug. 2019 – June 2020)
- 2019 Research Scholar Program, the Undergraduate Research Program at University of Wisconsin-Whitewater (\$600, Oct. 2019 – May 2020)
· Undergraduate student researchers: Charlie Fries (Junior), Ryann Wagner (Junior)
- 2018 First-Year Program Funds sponsored by LEARN Center at University of Wisconsin-Whitewater (\$1,000; Aug. 2018 – June 2019)
- 2018 Professional Development Fund, the College of Art and Communication at University of Wisconsin-Whitewater (\$3,294)
- 2018 Winter Institute for Online/Blended Teaching, Learning Technology Center at University of Wisconsin-Whitewater (\$1,000; Feb. 2018)
- 2019 Building Student Engagement Workshop, LEARN Center at University of Wisconsin-Whitewater (\$100; Jan. 2018)
- 2017 Top Paper Award (1st place) in the Management, Marketing, & Programming Division, the annual meeting of the Broadcast Education Association (\$2,000)
- 2017 Graduate Student Travel Funds, the International Communication Association (\$200)
- 2017 Graduate Student Travel Funds, the Graduate School at the University of Alabama (\$900)
- 2017 Graduate Student Travel Funds, the College of Communication Information Sciences at the University of Alabama (\$600)
- 2017 Graduate Student Travel Funds, Graduate Student Association at the University of Alabama (\$200)
- 2015 Graduate Student Travel Funds, the College of Communication Information Sciences at the University of Alabama (\$175)
- 2015 Graduate Student Travel Funds, the Graduate School at the University of Alabama (\$600)
- 2015 Graduate Student Research Funds sponsored by the Graduate School at the University of Alabama (\$300)

- 2015 Graduate Student Research Funds sponsored by the College of Communication Information Sciences at the University of Alabama (\$200)
- 2012 Edward J. Meeman Fellowship Award, the University of Tennessee: \$750
- 2003 Academic Honor of the President, Yonsei University: \$1,500

PEER-REVIEWED PUBLICATIONS

- Google Scholar page: <https://scholar.google.com/citations?user=y1j5yRQAAAAJ&hl=en>
 - *Corresponding author
1. **Shin, S.***, & Park, S. (Accepted; Jan. 27, 2023). Exploration of the applicability of the front-of-package nutrition label to advertising in comparison with the label on the product package. *Journal of Consumer Marketing*.
 2. Ki, E.-J., **Shin, S.**, & Oh, J. (2022). The state of environmental communication research: An analysis of published studies in the communication disciplines. *Journal of Intelligent Communication*. 2(1). <https://doi.org/10.54963/jic.v2i1.38>
 3. Jia, H., **Shin, S.**, & Jiao, J. (2022). Does the length of a review matter in perceived helpfulness? The moderating role of product experience. *Journal of Research in Interactive Marketing*. 16(2). <https://doi.org/10.1108/JRIM-04-2020-0086>
 4. **Shin, S.*** & Ki, E.-J. (2022). Understanding environmental tweets of for-profits and nonprofits and their effects on user responses. *Management Decision*, 60(1), 211-230. <https://doi.org/10.1108/MD-05-2020-0679>
 5. **Shin, S.***, Park, S., & Ki, E.-J. (2021). The mediation effects of fear on the relationship between gain/loss message frames and cognitive/conative responses. *Journal of Intelligent Communication*. 1(1). 8-16. <https://doi.org/10.54963/jic.v1i1.32>
 6. **Shin, S.***, & Ki, E.-J. (2021). Attribution and attributional processes of organizations' environmental messages. *International Journal of Market Research*, 63(5), 576-596. <https://doi.org/10.1177/1470785320934294>
 7. Zukas, K., & **Shin, S.** (2020). Framing the Great Lakes Water Compact: Understanding newspaper coverage of water access in a post-bureaucratic society. *Florida Communication Journal*, 48(1), 47-66.
 8. **Shin, S.***, & Ki, E.-J. (2018). The effects of congruency of environmental issue and product category and green reputation on consumer responses toward green advertising. *Management Decision*, 57(3), 606-620. <https://doi.org/10.1108/MD-01-2017-0043>
 9. **Shin, S.***, Ki, E.-J., & Griffin, G. (2017). The effectiveness of fear appeals in 'green' advertising: An analysis of creative, consumer and source variables. *Journal of Marketing Communications*, 23(5), 473-492. <https://doi.org/10.1080/13527266.2017.1290671>
 10. Khang, H., Han, S., **Shin, S.**, Jung, A. R., & Kim, M. J. (2016). A retrospective on the state of international advertising research in advertising, communication, and marketing journals: 1963-2014. *International Journal of Advertising*, 35(3), 540-568. <https://doi.org/10.1080/02650487.2015.1066477>
 11. Ki, E.-J., & **Shin, S.** (2015). Organization sustainability communication (OSC): Similarities and differences of OSC messages in the United States and South Korea. *Computers in Human Behavior*, 48, 36-43. <https://doi.org/10.1016/j.chb.2015.01.029>

MANUSCRIPTS UNDER-REVIEW AND UNDER-REVISION

1. **Shin, S.***, & Lyu, J. Who leads sustainable fashion communication? An analysis of #sustainablefashion metadata on Twitter between 2021 and 2022. Under review, 1st round. *Journal of Fashion Marketing and Management*.
2. Park, S. & **Shin, S.** Fear or Tiresomeness of COVID-19: Analysis of cognitive appraisal of the COVID-19 pandemic. Under review, 1st round. *Journal of Applied Communication Research*.

CONFERENCE PRESENTATIONS

1. **Shin, S.**, Lyu, J., & Lim, R. E. (2023, April). *Modeling the influences of sustainability tweets predicting retweets: A case of the United Nations' climate action campaign, #ACTNOW*. Accepted to present at the 2023 annual meeting of the Broadcast Education Association, Las Vegas, NV. A research-in-progress option. Interactive Media and Emerging Technologies Interest Division.
2. Lyu, J. & **Shin, S.** (2022, October). *The relationships of sustainable fashion tweets of businesses and individuals and sustainability orientations: Environmental, ethical/social, and economic*. Presented at the 2022 annual meeting of the International Textile and Apparel Association, Denver, CO.
3. **Shin, S.***, & Lyu, J. (2022, August). *Who leads sustainable fashion communication? An analysis of #sustainablefashion metadata on Twitter between 2021 and 2022*. Presented at the 2022 annual meeting of the Association for Education in Journalism and Mass Communication, Detroit, MI.
4. Park, S., & **Shin, S.** (2022, August). *Fear or Tiresome of COVID-19: Analysis of cognitive appraisal of the COVID-19 pandemic*. Presented at the 2022 annual meeting of the Association for Education in Journalism and Mass Communication, Detroit, MI.
5. **Shin, S.**, & Ki, E.-J. (2021, August). *Effects of substantiation and specificity of social media green messages on audience responses*. Presented at the 2021 annual meeting of the Association for Education in Journalism and Mass Communication, Virtual.
6. **Shin, S.** & Park, S. (2021, August). *The medication effects of fear on the relationship between gain/loss message frames and cognitive/conative responses*. Presented at the 2021 annual meeting of the Association for Education in Journalism and Mass Communication, Virtual.
7. Lyu, J. & **Shin, S.** (2020, September) *Tweet & Retweet: The UN's #ActNow Climate Campaign on Food and Fashion*. Accepted to present at the 24th World Congress 2020 of the International Federation for Home Economics, Atlanta, GA.
8. **Shin, S.** & Park, S. (2020, August) *Effects of placing a front-of-pack label on print food advertisements on consumer attitudes*. Presented at the 2020 annual meeting of the Association for Education in Journalism and Mass Communication, Virtual.
9. Zukas, K., **Shin, S.**, & Park, S. (2019, October). *Framing the Great Lakes Water Compact: Understanding newspaper coverage of water access in a post-bureaucratic society*. Presented at the 2019 annual meeting of the Florida Communication Association, Lake Buena Vista, FL.
10. **Shin, S.**, & Ki, E.-J. (2018, August). *Attribution and attributional processes of organizations' environmental messages*. Presented at the 2018 annual meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C.

11. **Shin, S.** (2018, April). *Representations of Asian Americans in prime-time TV commercials: 1994 vs. 2015*. Presented at the 2018 annual meeting of the Broadcast Education Association, Las Vegas, NV.
12. **Shin, S., & Jia, H.** (2018, March). *Applying image restoration theory on Facebook: The case of Target's data breach*. Presented at the 2018 regional meeting of the Association for Education in Journalism and Mass Communication, Mid-Winter Conference, University of Oklahoma, Norman, OK.
13. **Shin, S., & Ki, E.-J.** (2017, August). *Sustainability tweets of for-profit and nonprofit organizations and their effects on publics' social media reactions*. Presented at the 2017 annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL.
14. **Shin, S., Ki, E.-J., & Griffin, G.** (2017, May). *The effectiveness of fear appeals in "green" advertising: An analysis of creative, consumer and source variables*. Presented at the 2017 annual meeting of the International Communication Association, San Diego, CA.
15. **Shin, S., & Ki, E.-J.** (2017, April). *Rational/emotional appeals in online videos and user reactions: The case of YouTube.com*. Presented at the 2017 annual meeting of the Broadcast Education Association, Las Vegas, NV. **Top paper (1st place) in the Management, Marketing, & Programming Division.
16. **Shin, S., & Ki, E.-J.** (2017, March). *The congruence effect of environmental issue and product category and the moderation effect of green reputation of a product category on green advertising effectiveness*. Presented at the 2017 annual meeting of the American Academic of Advertising, Boston, MA.
17. **Shin, S.** (2015, November). *Antecedents of green reputation and the strategic role of public relations*. Presented at the PRSA Educators Academy in conjunction with the 2015 PRSA International Conference, Atlanta, GA.
18. **Ki, E.-J., Shin, S., & Oh, J.** (2015, August). *The state of sustainability communication research: Analysis of published studies in the mass communication disciplines*. Presented at the annual meeting of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
19. **Jia, H., & Shin, S.** (2015, May). *Effects of product types on online consumer reviews and their helpfulness: The case of Amazon.com*. Presented at the annual meeting of the International Communication Association, San Juan, Puerto Rico.
20. **Ki, E.-J., & Shin, S.** (2014, August). *Organization sustainability communication (OSC): Similarities and differences of OSC messages in the United States and South Korea*. Presented at the annual meeting of the International Communication Association, Seattle, WA.

CONFERENCE PAPERS UNDER-REVIEW

1. **Jiang, Z., Lyu, J., & Shin, S.** *Who cares about sustainability issues? Effectiveness of fashion sustainable communication of the United Nation's #ActNow campaign on public engagement*. Submitted to the 2023 annual meeting of the Global Marketing Conference, Seoul, Korea. Track: Social, Health and Environmental Change: How Does Marketing Help?

ONGOING RESEARCH PROJECTS

1. Project title: The impacts of point of interest advertising on purchasing behaviors at the fashion retail store in the metaverse

Curriculum Vitae

- Dr. Lyu, Jewon at University of Georgia and I have developed the research design to test the impacts of point-of-interest advertising (POI) on purchasing behaviors at the fashion retail store in the metaverse. We will use a high-quality Virtual Reality (VR) machine and a graduate student at University of Georgia will develop a VR circumstance for the experiment.
- 2. Project title: Sustainability and COVID-19 on social media
 - The United Nations has executed a social movement for sustainable development, called Act Now. I have gathered tweets including #ActNow since January 1, 2020. This project will explore how sustainability-related tweets discuss COVID-19. The data will be analyzed using a machine learning approach.
- 3. Project title: Campus sustainability on social media
 - This project aims to explore social media messages to see popular topics regarding campus sustainability. I have collected tweets involving #sustainablecampus hashtags since March 2020. The data will be analyzed to examine the differences in timeframes, regions, and sender types in the public's communication engagement.
- 4. Project title: Intercultural analysis between the United States and South Korea: Cases of #earthday
 - This study will investigate the differences in Twitter messages created in the United States and South Korea in terms of earth day. I collected tweets of #earthday and #지구의날 in March and April 2020, 2021, and 2022.
- 5. Project title: Effects of psychological proximity and benefit types on green advertising effectiveness: Experiment studies on US and Chinese samples.
 - Dr. Jia, Han in the School of Management at Binghamton University, and I collected experimental research data. This study tests how psychological proximity and benefit types influence green advertising effectiveness. I am currently analyzing the data to write a manuscript.

TEACHING INTERESTS

- Strategic Communication
- Computational Data Analysis in Communication
- Communication Research Methods

COURSES TAUGHT

Course No.	Course Name (Credit Hours)	Term	Section Number	Mode	Number of Students	Evaluation Score
Oklahoma State University						
MC1143	Media in the Diverse Society (3)	Fall 2022, Second 8 weeks	01	Online	78	4.33 / 5.00
University of Wisconsin - Whitewater						
JONLSM220	Foundations of Advertising (3)	Fall 2017	01	F2F	27	4.05 / 5.00
		Fall 2017	02	F2F	30	3.30 / 5.00
		Spring 2018	01	F2F	30	4.20 / 5.00

Curriculum Vitae

		Spring 2018	02	F2F	30	3.96 / 5.00
		Fall 2018	01	F2F	30	4.10 / 5.00
		Fall 2018	02	F2F	30	4.09 / 5.00
		Spring 2019	01	F2F	31	4.30 / 5.00
		Spring 2019	02	F2F	30	4.45 / 5.00
		Fall 2019	01	F2F	29	4.00 / 5.00
		Fall 2019	02	F2F	30	4.37 / 5.00
		Spring 2020	01	F2F	30	--
		Spring 2020	02	Online	25	--
		Fall 2020	01	Hyflex	28	4.29 / 5.00
		Fall 2020	02	Online	25	3.86 / 5.00
		Spring 2021	01	Remote	30	4.71 / 5.00
		Spring 2021	02	Online	26	4.13 / 5.00
		Spring 2022	01	Remote	22	4.36 / 5.00
		Spring 2022	02	Online	24	4.13 / 5.00
COMM275	Advertising and Public Relations Research Literacy (3)	Fall 2018	03	F2F	24	3.94 / 5.00
		Summer 2021	02	Online	14	
		Fall 2021	01	Online	22	4.00 / 5.00
		Fall 2021	02	Online	20	4.27 / 5.00
JONLSM364	Advertising and Public Relations Account Management (3)	Fall 2019	01	F2F	30	4.25 / 5.00
		Fall 2021	01	Online	18	4.45 / 5.00
		Spring 2022	01	Online	22	4.59 / 5.00
JONLSM423	Advertising Campaigns (3)	Spring 2018	01	F2F	16	4.07 / 5.00
		Spring 2019	01	F2F	17	4.00 / 5.00
		Spring 2020	01	F2F	19	--
		Fall 2021	01	Hybrid	9	4.40 / 5.00
		Spring 2022	01	Hybrid	16	4.38 / 5.00
COMM485	Communication Research Methods (3)	Fall 2020	01	Hyflex	24	4.14 / 5.00
		Fall 2020	02	Online	24	3.75 / 5.00
		Spring 2021	01	Remote	16	4.14 / 5.00
		Spring 2021	02	Online	20	3.64 / 5.00
JONLSM739	Communication Practicum: Independent Study (3)	Spring 2019	01	F2F	1	--

Notes. F2F = traditional face-to-face teaching mode. Online = asynchronous online teaching mode with pre-recorded lecture videos. Remote = synchronous online teaching mode with live-streaming lectures. Hybrid = lectures are F2F, pre-recorded videos, or live-streaming lectures. Hyflex = students participate in the lecture in the physical classroom or via a live-streaming app. Evaluation scores for Spring 2020 were not available because of COVID-19.

GUEST LECTURES

- Aug. 9, 2022 Computational Analysis in Communication
- Oklahoma State University
 - Methods of Research in Mass Communication (MC5113) taught by Dr. Skye Cooley
 - I recorded a lecture video explaining computational analysis in communication and big data analysis
- Sep. 17, 2021 Advertising Basic for Ad Reps in Local Newspaper Organizations
- Royal Purple (student newspaper organization), University of Wisconsin-Whitewater
 - Participants: Dr. Keith Zukas (faculty advisor) and 3 students
 - I explained basic knowledge about advertising, advertising industry, and personal selling to advertising representative students
- Mar. 7, 2019 Green Advertising
- University of Wisconsin-Whitewater
 - Participants: Dr. Susan Huss-Lederman (course instructor) and 12 students
 - I led a discussion after lecturing on definitions and roles of green advertising
- Sep. 20, 2012 Cultural Issues in Advertising
- The University of Tennessee
 - Participants: Dr. Roxanne Hovland (course instructor) and 20 students
 - I explained the differences of advertisements between the U.S. and South Korea and led a discussion about culture and advertising

THESIS AND DISSERTATION ADVISING

- Spring 2019 Member, Thesis and Applied Communication Project Committee, Department of Communication, University of Wisconsin-Whitewater (Graduate Student: Jason W. Nichols)

DEPARTMENT-LEVEL SERVICES

- 2023 Member, Search Committee for two non-tenure-track assistant professors in practice, School of Media and Strategic Communication, College of Arts and Science, Oklahoma State University
- 2022 Member, Search Committee for a tenure-track assistant professor in entertainment media, School of Media and Strategic Communication, College of Arts and Science, Oklahoma State University
- 2022-2025 Member, Technology Committee, School of Media and Strategic Communication, College of Arts and Science, Oklahoma State University
- 2021-2022 Chair, Assessment Committee (Advertising), Department of Communication, College of Arts and Communication, University of Wisconsin-Whitewater
- 2018-2022 Member, International/Intercultural Committee, Department of Communication, College of Arts and Communication, University of Wisconsin-Whitewater
- 2021-2022 Member, Search Committee for a tenure-track assistant professor in organization communication, College of Arts and Communication, University of Wisconsin-Whitewater

Curriculum Vitae

- 2017-2022 Member, Social Committee, Department of Communication, College of Arts and Communication, University of Wisconsin-Whitewater
- 2017-2021 Member, Assessment Committee (Advertising), Department of Communication, College of Arts and Communication, University of Wisconsin-Whitewater
- 2019-2021 Member, Recruitment and Retention Committee, Department of Communication, College of Arts and Communication, University of Wisconsin-Whitewater
- 2019-2020 Faculty Advisor, Whitewater Advertising Association (a student advertising club), University of Wisconsin-Whitewater
- 2018-2019 Member, Search Committee for a tenure-track assistant professor in social media, College of Arts and Communication, University of Wisconsin-Whitewater

COLLEGE-LEVEL SERVICES

- 2017-2020 Faculty Advisor, Royal Purple News (a student media organization), University of Wisconsin-Whitewater
- One-course teaching load (3-credit hours) release
- 2021-2022 Member, Faculty Excellence Award Committee (Service), College of Art and Communication, University of Wisconsin-Whitewater

UNIVERSITY-LEVEL SERVICES

- 2023 Member of Focus Group Workshop on Extension/Outreach (a representative of the College of Art and Sciences), Oklahoma State University
- 2021-2022 Member, Honor Committee, University of Wisconsin-Whitewater
- 2021-2022 Member, Undergraduate Research Program (a presentative of the College of the Arts and Communications), University of Wisconsin-Whitewater
- 2020-2022 Member, Faculty Retention Committee (an ad hoc committee operated by the Faculty Senate), University of Wisconsin-Whitewater
- 2019-2021 Associate, Undergraduate Research Program, University of Wisconsin-Whitewater

PROFESSIONAL SOCIETIES

- 2017-2019 Member, Korean American Communication Association (KACA)-Association for Education in Journalism and Mass Communication (AEJMC) Committee

JOURNAL EDITORIAL BOARDS

- 2021-2022 Member, Journal of Intelligent Communication

JOURNAL MANUSCRIPT REVIEWS AS AD HOC REVIEWER

- 2022 Journal of Environmental Psychology
- 2022 The Korean Journal of Advertising and Public Relations
- 2021-2022 Newspaper Research Journal
- 2020-2021 Journal of Communication Management

Curriculum Vitae

2021	Journal of Consumer Behavior
2018-2020	International Journal of Strategic Communication
2018-2020	International Journal of Sustainability in Higher Education
2019	Advertising Research

CONFERENCE MODERATOR AND DISCUSSANT

2021	Discussant, Division of Communicating Science, Health, Environment and Risk ComSHER, Annual Conference of Association for Education in Journalism and Mass Communication, Virtual
2019	Discussant, Research Session by Korean American Communication Association, Annual Conference of Association for Education in Journalism and Mass Communication, Toronto, Canada
2018	Discussant, Open Division Research Session, Association for Education in Journalism and Mass Communication Colloquium, Tuscaloosa, Alabama
2018	Moderator, Open Division Research Session, Association for Education in Journalism and Mass Communication Colloquium, Tuscaloosa, Alabama

CONFERENCE MANUSCRIPT REVIEWS

Association for Education in Journalism and Mass Communication (AEJMC)

2018-2021	Advertising Division
2019-2022	Communicating Science, Health, Environment and Risk Division
2019-2021	Korean American Communication Association Division

National Communication Association (NCA)

2018	Korean American Communication Association Division
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Broadcast Education Association (BEA)

2019	Interactive Media & Emerging Technologies Division
2018	Research Division, Broadcast Education Association
2018	International Division, Broadcast Education Association

PROFESSIONAL SOCIETY AFFILIATIONS

2014-present	Association of Education in Journalism and Mass Communication (AEJMC)
2016-present	Korean American Communication Association (KACA)
2017-2019	Broadcast Education Association (BEA)
2013-2017	American Academy of Advertising (AAA)
2015-2017	International Communication Association (ICA)
2015-2016	Public Relations Society of America (PRSA)

INDUSTRIAL APPOINTMENTS

Oct.-Nov. 2009	Intern in the Account Management Team, <i>Welcomm Publicis Worldwide</i> , South Korea
	· Main task: Market research

Curriculum Vitae

- Clients: Hana Bank, Somang Cosmetics, and D-Cube City Shopping Mall
- Bidding participations: Shinsegae Department Store and Dongwha Medicines
- Jan.-March 2009 Junior Account Executive, *Whiteberry*, South Korea
- Main task: Advertising strategy planning
- Clients: Forever 21 and BC Card
- Bidding participations: SFunz Shopping Mall
- April-June 2009 Intern in the Overseas Sales Department, *Daewoo Engineering & Construction Co.*, South Korea
- Main task: Market research for overseas construction sales
- Projects: Saudi Arabia Yanbu Export Refinery Project, U.A.E. Ruwais Storage Tanks Project, and Dubai Louvre Abu Dhabi Museum Project
- June-Sep. 2008 Market Research Assistant, *Doomin Communications*, South Korea,
- Main task: Planning environmental design projects
- Bidding participations: Dongmoon Traditional Market, Siheyng-si Industrial Complex Street Sign System, and Seoul Subway Line 9 Stations

INDUSTRIAL AWARDS

- July 2008 Student Advertising Competition, KTF (Telecommunication brand), 4th ranked
- March 2008 Student Advertising Competition, Korea Communications Commission, 2nd ranked
- Jan. 2008 Student Advertising Competition, Hyundai Motors (Automobile manufacturer), 4th ranked
- Oct. 2007 Student Advertising Competition, Chosun Ilbo (Newspaper company), 5th ranked
- April 2007 Student Advertising Competition, Ministry of Health and Welfare of South Korea, 5th ranked
- April 2007 Student Advertising Competition, Cheil Worldwide (Advertising agency), 3rd ranked