



Education

2005 -2006

Design Centre, Enmore (TAFE NSW, Sydney Institute)

Diploma, Graphic Design

2000

University of Kentucky - Exchange Student Program

Bachelor of Arts, Theatre Production - Design Concentration

1999-2001

Charles Sturt University

Bachelor of Arts, Design for Theatre and Television

Employment History

May 2020 ~ Present, FedEx Express

Marketing Specialist

A recipient of FY21 FedEx AMEA Prestige Award and FedEx Rising Star Award in 2022. Leading FedEx's E-Commerce and Digital Automation marketing strategies in the ANZ region. I own and drive the GTM objectives, strategy and product launch. As a result, I contributed to the successful launch of FedEx International Connect Plus - a new day-definite and e-commerce delivery service and FedEx Ship Manager Lite service in ANZ - FedEx's new mobile shipping tool.

As part of my portfolio, I also manage local brand enquiry, FedEx ANZ Youtube Channel and the corporate sponsorship/partnership with Rugby Australia for the Super Rugby Referee.

Nov 2015 ~ Apr 2020, TNT Express

Brand & Design Executive

Reporting to General Manager, Marketing, as the TNT brand custodian for TNT Australian Business Unit (ABU), I ensure the brand remains true to the global brand guidelines and that all external and internal representations of the TNT brand reflect global/corporate requirements. Together with the broader marketing team, I support developing marketing strategies and consulting or leading the execution of key brand projects.

Since the FedEx acquisition of TNT in 2016, I've been leading the FedEx-TNT brand integration project in Australia, New Zealand and Fiji, in addition to my key responsibilities.

The brand integration project includes auditing 46+ TNT facilities and 2700+ TNT fleets nationally and rebranding those to the FedEx end-state branding. And then the rolling-out of new FedEx uniforms to the 3000+ TNT legacy frontline employees.

Jun 2012 ~ Oct 2015, The Creative Shop

Digital Project Manager / Producer

Reporting to director, implementation, as a digital project manager my role is to produce and manage various digital marketing campaigns for international brands including P&G, City of Melbourne, Nike, Disney, Mercedes-Benz, AFC Asian Cup 2015 and Destination NSW to name a few. Acting as a 'go-to' person, I ensure all the projects to be delivered with the best possible outcomes within the due date.

The Creative Shop is an interactive marketing agency, specialising in interactive digital content, bespoke digital brand activations & semi-permanent technologies for customised, short-term hire.



Employment History (Con't)

Dec. 2006 ~ Oct. 2010, JETS Swimwear

Multimedia / Digital Manager

Reporting to Creative Director, I played key roles in producing various promotional items in digital and print media, including posters, POS banners, lightboxes, promotional videos, websites, EDM, interactive presentations, and many more. I was also deeply involved in the company's R&D in multimedia technologies and created a new workflow in the internal multimedia and digital printing process.

Jets Swimwear is a premium swimwear brand. Jets upholds a standard of quality through its heritage of craftsmanship and unique design style. Selling to prestige fashion boutiques and department stores all over the world.

Sep. 2004 ~ 2005 - Starforce Pty Ltd

Design Consultant

As a design consultant, I provided design solutions to clients in the area of corporate identity design, brochure design, etc.

Starforce is a small business consulting company that provides solutions for small business in the area of PR management, Graphic Design, Marketing, IT supports, and web design solutions.

Achievement / Awards

- 2022 - FedEx Rising Star Award
- 2021 - FY21 FedEx AMEA Prestige Award
- 2020 - FedEx BravoZulu Award for Successful Brand Integration of FedEx and TNT
- 2016 - TNT 'Extra Mile' Award - Staff of the month award
- 2015 - POPAI's Best Shopper Experience Pinnacle Awards with 3 Gold and 2 Silver Awards
- 2013 - Appointed as a committee member for Ministerial Consultative Committee for NSW State Government, representing Korean Communities in Sydney.
- 2011 - Voted as the president for Korean Australian Young Leaders Inc.
- 2011 - Invited to 'The 14th Future Leaders Conference in Korea' which was organised by the Ministry of Foreign Affairs and Trade, South Korea as a Korean-Australian representative.
- 2008 - Mac Madang Monthly Magazine (Korea) / Software Columnist
- 2006 - Design Centre, Enmore (TAFE NSW) / Web Design Competition Finalist

Expertise

- Digital Marketing (GTM Campaign Planning & Management, Marketing Analytics)
- Brand Management (Branding/identity, Content Marketing)
- Social Media
- Media Planning
- Adobe Creative Cloud / Experience Cloud
- Web design / Creative Direction / Video production.

Platform experience

- Google DV360
- Facebook Ads Manager / Instagram
- Adobe Analytics
- Google Analytics
- The Trade Desk

Additional Language

Korean - Fluent both in verbal and writing.