

GaYeon (Tina) Ji

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EDUCATION

University of Pennsylvania - Graduate School of Education

Master of Science in Education in *Learning Sciences and Technologies* | GPA 3.97/4.0

Capstone | "Visual Thinking Strategies: Connecting underrepresented adolescents to online art museum education"

Aug 2021

University of Michigan - Ann Arbor

Bachelor of Arts in *Art and Design* | GPA 3.57/4.0

Minors | Entrepreneurship, Art History, Asian Studies

Dec 2018

EXPERIENCE

LFmall Store Chungju HAZZYS | *Communication and E-commerce Specialist* | Remote

Feb 2020 - Present

- Oversee the company's online retail performance, site execution, and ensure multi-channel consistency.
- Create and manage all social media presence, content, and marketing campaigns on multiple platforms (Facebook, Instagram, Naver Blog, KakaoTalk), increasing traffic by on average 150%.
- Utilize social media analytical data to measure effectiveness, improvise previous campaigns and consult with the client.

University of Pennsylvania Graduate School of Education | *Research Intern* | Philadelphia, PA

Sept 2020 - Sept 2020

- Collaborated in facilitating, interviewing and collecting field notes during the implementation of arts-integrated Computer Science education workshops (virtual and in-person) designed for 16 racially and ethnically diverse youth.
- Designed visual educational materials such as welcome guide, Micro:bit tutorial, and student showcase brochure.

Cactus Art Pop-up Gallery & Cafe | *Founder, Curator, Cook* | Chungju, South Korea

Jun 2020 - Aug 2020

- Established a creative pop-up space for 10 local young artists in Chungju, Korea, to exhibit, sell artworks, hold art classes and connect with other artists and visitors.
- Managed all aspects of the business, including curating, recruiting, marketing, cooking, and accounting, resulting in \$8530 in revenue and \$1000 in donations to the Chungju Girls Youth Shelter.

Museum of Modern Art | *Membership Guest Assistant* | Manhattan, NY

Oct 2019 - Feb 2020

- Generated proactive sales efforts on-site, while assisting, resolving general complaints, and answering questions for on average 5,000 members and guests daily.
- Updated membership database in Salesforce and assisted with RSVPs and administration for member events.

Brooklyn Youth Chorus | *Art Administration Fellow* | Brooklyn, NY

May 2019 - Feb 2020

- Coordinated and implemented community-building project for the development team, resulting in establishing 8 new partnerships and over \$800 in donation from a bouquet fundraiser, in collaboration with a local flower shop.
- Maintained a filing system for audit reports, letters, and financial statements and regularly updated the online database.

Arts at Michigan | *Program Assistant* | Ann Arbor, MI

Aug 2017 - Dec 2018

- Assisted in developing and implementing art-based programs through soliciting donations, managing event details, processing survey data, resulting in over 5,000 participating students and \$1,000 value in donations.
- Contributed to reconstruction of student arts leadership program by redesigning program strategy, revising application forms, recruiting new members, and leading meetings.

University of Michigan Museum of Art | *African Art Curatorial Intern* | Ann Arbor, MI

Apr 2018 - Aug 2018

- Supported curator by editing publications, compiling collections list, and developing exhibition learning guides for docents.
- Executed administrative duties such as proposing merchandise ideas for special exhibition, organizing meetings, taking minutes, and contacting donors for future exhibition loans.

RELEVANT ACTIVITIES

Vice President of Communication | *Penn GSE Student Government*

Feb 2021 - Aug 2021

Community Mural/Garden Project Director | *Chungju Teenage Girls Shelter*

Mar 2020 - Apr 2020

Docent | *University of Michigan Museum of Natural History*

Aug 2016 - May 2017

SKILLS

- **Languages:** Korean (Native), English (Fluent), Mandarin (Classroom knowledge)
- **Design and Media skills:** Adobe Creative Suite (Photoshop, Illustrator, InDesign), Final Cut Pro, Rhino 3D, TinkerCAD
- **Computer skills:** Salesforce, Raiser's Edge, Calendly, Google Suite, Microsoft Excel, Blockbased-programming