

EUNJI BYUN

CREATIVE STRATEGIST
THISISBAEBU@GMAIL.COM
WWW.BAEBU.CO

EunJi's mission is to understand brand and audience by finding solutions to problems and creating products that communicate effectively. She is driven by her curiosity and interest to help others. She takes everything as an experiment and is a persistent self-starter.

SIDE HUSTLES//

Created first website at age 13, achieving over 400 sign-ups from people who downloaded her designs.

Built a following in online radio, YouTube and blog where she reached over 80K views.

Self-published author, completed her first book, exploring the meaning of life and career fulfillment.

SKILLS//

Brand Strategy
Business Consulting
Customer Experience
Marketing
Graphic Design

EXPERIENCE//

2017-CURRENT / FOUNDER, BAEBU, NEW JERSEY, NJ

Baebu is a community of driven people that helps aspiring entrepreneurs take mindful actions, and live a better life. Baebu also provides 1:1 coaching geared toward smart, and curious people who are always looking to improve and make a difference in their lives—professionally and personally.

2017-CURRENT / BRAND MANAGER, SALLY'S NAIL SALON, NEW JERSEY, NJ

Responsible for setting the brand strategy for the brand, based on interviews with customers, competitive audits, and developing the company's vision and values.

2017 / BRAND STRATEGIST AND DESIGNER, GOOROO, NEW YORK, NY

Developed brand positioning and value proposition. Elevated the brand's purpose, to attract potential investors and future employees. Redesigned mobile experience.

2016 / DESIGN INTERN, VSA PARTNERS, NEW YORK, NY

Worked on various graphic design projects including illustration, motion, responsive web. Clients included IBM, Rolex, and The Wharton School.

2015 / DESIGN INTERN, THE MARYLAND ZOO, BALTIMORE, MD

Designed marketing and sales materials, including tickets, banners, posters for various events and promotional events.

2015 / DESIGN INTERN, MUSE 360 ARTS, BALTIMORE, MD

Created marketing and communications collateral, including logos, banners, event posters and a responsive website design.

LEADERSHIP + AWARDS//

2017 / Life After F1 Panel, MICA, Baltimore, MD

2016 / Meyerhoff Internship Fellowship, MICA, Baltimore, MD

2014-2016 / Dean's list, MICA, Baltimore, MD

2014-2016 / Transfer Student Scholarship, MICA, Baltimore, MD

2014-2016 / Member, MICA Design League, Baltimore, MD

2015 / Mentor, Voice and Vision Class, MICA, Baltimore, MD

2015 / International Orientation Leader, MICA, Baltimore, MD

2014 / National Engaged Leader Award, Sigma Alpha Pi, San Antonio, TX

EUNJI BYUN

SIDE HUSTLES//

Created first website at age 13, achieving over 400 sign-ups from people who downloaded her designs.

Built a following in online radio, YouTube and blog where she reached over 80K views.

Self-published author, completed her first book, exploring the meaning of life and career fulfillment.

SKILLS//

Brand Strategy
Business Consulting
Customer Experience
Marketing
Graphic Design

EDUCATION//

2014-2016 / MARYLAND INSTITUTE COLLEGE OF ART, BALTIMORE, MD / GPA 3.8

BFA Graphic Design Major / Summa Cum Laude

2012-2014 / SAN ANTONIO COLLEGE, SAN ANTONIO, TX / GPA 3.9

New Media Arts Major

PROFESSIONAL DEVELOPMENT//

2018-CURRENT / BLANTON PEAL INSTITUTE, MANHATTAN, NY / GPA 4.0

As a graduate candidate, I focus on counseling theory, and exploring concepts of human development in secular environments. In addition to the program, I've served as Class President, ensuring communication and networking between students, professors and the school.

2018 / CERTIFICATED MENTAL HEALTH FIRST AID USA, NY

Certified and trained to provide initial help to people experiencing mental health problems such as depression, anxiety disorders, psychosis and substance use disorders.

2017 / ESCAPE THE CITY ALUMNI, NY

The program majors in the Lean Startup methodology, an iterative process to build, test and adjust quickly and minimizing waste time, money and energy in the long-run.

2017 / CERTIFIED KON MARI CONSULTANT, MANHATTAN, NY

As a KonMari Consultant Trainer, I'm officially certified to help you tidy your home using the KonMari Method™. Encouraging to keep only those things that speak to the heart and to discard items that have outlived their purpose.