

# EUNJI BYUN

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

EunJi's mission is to understand brands and people by finding solutions that help them to communicate effectively. A persistent self-starter, she is driven by her curiosity and interest to help others, and takes everything as an experiment.

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## SELF EXPLORE//

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

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

Built a following in online radio, YouTube and blog where she reached over 100K views.

## SKILLS//

Brand Strategy  
Analytics & Infographics  
Business Consulting  
Customer Experience  
Career Consulting  
Interpersonal Therapy  
Behavioral Therapy  
Graphic Design

## EDUCATION//

### 2018-CURRENT / BLANTON PEAL INSTITUTE, MANHATTAN, NY

Formed not only by sound theology but also by counseling theory, concepts of human development and group participation. As a graduate candidate, I focus on counseling theory, exploring concepts of human development in secular environments.

Classes include: Anger Management, Formation for Counselors, Crisis Intervention, Developmental Theory, Grief and Loss, Substance Abuse and Addiction, and Trauma Therapy

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

BFA Graphic Design Major

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

New Media Arts Major

## 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.

- Ongoing meetings, workshops, resources and emotional support for the entrepreneur and freelance communities
- Personal and professional coaching to help reduce anxiety and stress and increase emotional intelligence
- Over 80 members, providing tools and techniques for developing self-knowledge and finding fulfillment

### 2017-CURRENT / PRODUCT AND 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.

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Living a wholesome life—professionally and personally

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## **PROFESSIONAL DEVELOPMENT//**

### **2018 / MENTAL HEALTH FIRST AID USA CERTIFICATION, QUEENS, 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, MANHATTAN, 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 TRAINER, MANHATTAN, NY**

Using Konmari method, and using minimalism as a guiding principle, I've created a lifestyle service designed to help people organize their homes and bring joy to their lives. Encouraging to keep only those things that speak to the heart and to discard items, relationships, and time that have outlived their purpose.

### **2017 / UP/START VENTURE COMPETITION, POP UP AND PITCH EXHIBIT, BALTIMORE, MD**

Participated in pitching a prototype for starting entrepreneurial idea where I got valuable advice from the MICA community, local entrepreneurs, and judges. It influenced the direction of my current business: an agency dedicated to coaching and service the creative community.

### **2016, 2017 / BUSINESS MATTERS BOOTCAMP, BALTIMORE, MD**

Workshops focused on providing small business resources, business basics and hands-on training on Business Planning and Business Model Canvas development. As an outcome of this workshop, I pitched and plan my business for launch and growth.

## **LEADERSHIP + AWARDS//**

2018-Currnet / Class President, BPI, Manhattan, NY

2017 / Life After F-1 VISA Panel, Panelist, MICA, Baltimore, MD

2016 / Meyerhoff Internship Fellowship Scholarship, MICA, Baltimore, MD

2014-2016 / Summa Cum Laude, 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, SAC, San Antonio, TX

2012-2014 / Dean's List, SAC, San Antonio, TX