

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.

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 150K views.

SKILLS//

Brand Strategy
Product Management
Business Consulting
Career Consulting
Customer Experience
Graphic Design

EDUCATION//

2020-CURRENT / NEW YORK UNIVERSITY, MANHATTAN, NY / GPA 4.0

MA Counseling for Mental Health and Wellness

Graduate candidate

2018-2020 / BLANTON PEAL INSTITUTE, MANHATTAN, NY / GPA 4.2

Certificate Pastoral Care and Counseling

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 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.