

EUNJI BYUN

CREATIVE STRATEGIST
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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.

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Living a wholesome life—professionally and personally

PROFESSIONAL DEVELOPMENT//

2021 / TRAINING IN CHILD ABUSE, NEGLECT AND MALTREATMENT IDENTIFICATION, TRENTON, NJ

Certified in strategies to help recognize and take action in risky or harmful situations, as well as explore options for how to respond if someone asks for help.

2020 / SEXUAL ASSAULT PREVENTION CERTIFICATION, WASHINGTON, D.C

Certified in strategies to help recognize and take action in risky or harmful situations, as well as explore options for how to respond if someone asks for help.

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

Lifestyle service designed to help people organize their homes and bring joy to their lives, based on Konari philosophy and methods.

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//

2020-Current / Founder, NYU:MA-CMHW Study Support Group, Manhattan, NY

2018-2020 / 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