

Ga Young (Grace) Jung, CTSM

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EXPERTISE

Project Management
Time Management
Planview
Microsoft Office Suite

Research & Reporting
Graphic Design
Budgeting & Cost Control
Adobe Creative Suite

Scheduling
Exhibition/Event Planning
Social Media
Exhibit Force & Cvent

EDUCATION

BACHELOR OF SCIENCE: INTERNATIONAL BUSINESS

University of Maryland; College Park, MD

ASSOCIATE DEGREE: BUSINESS

Montgomery College; Rockville, MD

CERTIFICATION

CERTIFIED TRADE SHOW MARKETER (CTSM)

Northern Illinois University Outreach

PROFESSIONAL EXPERIENCE

Consultant at AARP Washington, D.C. • December 2013 - Present

NORTH HIGHLAND • August 2017 - Current

CIBER • December 2013 - July 2017

PROJECT COORDINATOR

- Work closely with project managers while managing multiple projects simultaneously; identify problems, create and implement necessary troubleshooting strategies, research and evaluate data, and make recommendations based on findings
- Create job aides, guidebooks, templates and record meeting minutes for IT Project Management
- Create and manage critical timelines, identifying and resolving potential issues in a timely manner
- Monitor all phases of project cycle and ensure quality and outstanding performance of products
- Provide quality check of closed project's documents to ensure all project phases are documented appropriately
- Conduct regular meetings, facilitate communications, ensure coordination, and cooperation among team members
- Handle project-related activities independently and coordinate project deliverables
- Coordinate audio-visual equipment needs for conferences and group meetings
- Track, analyze and communicate project risks, issues and opportunities

MARKETING COORDINATOR

- Plan and execute logistics for company's events, including: receptions, meetings, and tradeshows
- Coordinate and set up booths and pavilions for bi-Annual AARP National Member Event with over 24,000 attendees
- Work with vendors and third-party contractors to maximize value and opportunities to interact with AARP members through the AARP Technology Pavilion program

- Budget expenses and track expenditures for department and events
- Create and recommend improvements for documentation, instructions, guidelines, procedures, reports and job aides for tradeshow
- Create project plan for an event and to manage it from inception to execution
- Organize necessary resources for various tradeshows and maintain tradeshow calendars
- Design web content and create signs and artwork to increase brand awareness
- Use Constant Contact to create and manage emails for internal department events
- Research, track, and maintain thought leadership speaking opportunities, media coverage and award submissions for leadership team
- Develop marketing materials such as: brochures, print ads presentations, flyers and departmental infographics
- Create and manage critical timelines, identifying and resolving potential issues in a timely manner
- Provide recommendations and influence decision makers across the executive management team

FROZEN YOGURT USA, INC., Beltsville, MD • January 2011-November 2013

MARKETING COORDINATOR

- Engaged in all aspects of advertising and public promotions, coordinated with advertising vendors to establish accounts and finalize credit terms
- Created, implemented and analyzed overall effectiveness of new promotions for 5 franchised stores and corporate stores
- Ensured successful communication in marketing inquiries, sponsorship, fundraising, and community requests
- Developed various marketing materials such as brochures, posters, presentations, flyers and newsletters to increase brand awareness
- Designed and maintained company website
- Managed online marketing efforts including customer database, email and social media campaigns
- Served as point of contact for franchisees and member inquiries

TRADE SHOW CONTRACT WORK

BKLYN MAX, Based in Seoul, Korea • February 2017

WWDMAGIC show, Las Vegas, Nevada (NV)

TRADE SHOW MANAGER

- Managed planned, and effectively implemented all show activities to meet company's goals, purpose, and message, while creating a satisfying show experience for attendees
- Worked within \$10K - \$20K budgets; managed event with 80,000 attendees and 5,000+ exhibitors
- Built strategy, allocated resources and presented plan to CEO, then drove execution
- Handled all online, social, print, and promotion marketing
- Coordinated exhibit space logistics including carpet, electrical, material handling, and internet
- Oversaw logistics of on-site booth setup, staff and client meetings
- Greeted customers and captured leads by identifying client needs and contact information
- Served as on-site support; answered questions during set up, throughout show and breakdown times