

A FOOD ENTHUSIAST WHO ENJOYS COOKING, STRIVING TO BE A THOUGHTFUL AND COMPASSIONATE INDIVIDUAL FOR THE HAPPINESS OF THE HUMAN RACE, LOVING AND LOYAL CONFIDANT TO HIS WIFE AND CHILDREN

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EDUCATION

M.A. MERIT

Magna Cum Laude
Design Strategy & Innovation
Brunel University
London, UK, 2008

Dissertation: Experienced-Design for Obesity in the National Health Service

B.F.A HIGHEST HONORS

Summa Cum Laude
Industrial Design
Kookmin University
Seoul, Korea, 2006
Leonardo da Vinci Design Exhibition: Organic Themed Modular Sound System Inspired by Vine & Wedding Venue Design Encapsulating Natural Sunlight

EXPERTISE

Adobe Creative Suite
Microsoft Office Suite
Web Coding (HTML & CSS)
Search Engine Optimization
Pay Per Click (PPC)
Content Creation
Copywriting
Social Media Management
Online Newsletter
Bilingual: Fluent in both English and Korean
Intercultural knowledge from extensive worldwide travels coupled with intercontinental education and professional experiences

EDWARD-JOSEPH CHOI

CREATIVE DIRECTOR

EXPERIENCE HIGHLIGHTS

- Innovative brand strategist and holistic visionary with more than 10 years of success in bringing creative visions to fruition
- Extensive knowledge of the mechanisms in the E-commerce ecosystem, various online applications, and effective marketing strategies
- Expert in creative concepts, branding, print and UX/web design, videography, photography, online marketing, project management, copywriting
- Cross-functional communicator with practical problem-solving skills and excellent interpersonal skills

WORK EXPERIENCE

Creative Director

Mencom Corporation, Oakwood, GA, Industrial Electrical Connectors Manufacturer
November 2013 - Present

Responsibilities

- Provided the strategic direction, instilled present vision, and redefined brand identity
- Solidified brand awareness globally by publishing press/product releases in a total of 163 magazines including Manufacturing Automation and Thomasnet
- Worked side by side with the CEO, marketing director, and senior engineers to achieve tangible working solutions and complete creative projects with desirable outcomes
- Integrated external resources and suppliers through careful market research, analysis, and skilled negotiation techniques to successfully complete each project
- Directed the production of promotional and instructional product video clips to engage the interest of the target users and enhance the user experience
- Orchestrated numerous time-sensitive projects including print collateral, advertisements, and booth design for annual tradeshows (IMTS and Pack Expo)

Accomplishments

- Spearheaded the successful launch and design of the new e-commerce website where revenue has increased by more than 400% since its launch, the company's largest sales account
- Executed the launch of new products in online and offline marketing campaigns leading to 30-50% annual revenue growth
- Developed and implemented online marketing strategies through optimizing data of critical SEO keywords, resulting in a 71% growth in user engagement
- Maximized the efficiency of marketing practices and streamlined outsourcing spending, saving 90% of the total marketing budget
- Received outstanding performance employee recognition for 8 years in a row

HONORS & ACTIVITIES

- Co-authored a Book: Designer's Design Management
- SecondLife Exhibition committee for Online 3D Virtual Exhibition of individual dissertation topics
- Nominated by the Design Council in the UK as the best project proposal with Role of Designers in issues surrounding Water Usage in the World
- Universal Design Award Recipient for Innovative Safer Iron design for Sliver Age
- Presidential Scholarship Recipient
- Kookmin University Student Government, Vice-President
- Served in Korean National Military Service as a sergeant and drill instructor

Social Media Specialist

Lamin-x, Blairsville, GA, Automotive Protective Film Manufacturer

April 2013-July 2013

Responsibilities

- Managed social media platforms and increased exposure and followers
- Designed and published highly successful marketing campaigns on social media platforms
- Evaluated and analyze the current social media strategies
- Designed creative marketing materials for newsletter, blog, and social media posts to maximize the visual effectiveness of various promotions and events
- Created and executed novel marketing ideas to increase organic traffics and revenue from social media channels

Accomplishments

- Established sustainable infrastructure for company social media channels by formulating strategies and tactics to connect with highly targeted audiences within narrow niches
- Increased the direct revenue from social media channels by 5000% in 3 months through increasing the volume of targeted customers and employing effective marketing strategies

Creative Marketing Team Lead / Project Manager

TrendVox Corp. Norcross, GA, Online Jewelry Retailer

February 2010-November 2012

- Oversaw a team of designers, developers, and account managers on TrendVox brand projects through coaching, mentoring, and motivating team members, influencing them to take positive action and accountability for assigned work
- Demonstrated outstanding leadership and superb project management skills, consistently scoring 90% or greater on customer satisfaction surveys distributed during project initiation, monitoring, and closeout phases.
- Spearheaded and managed projects that included all web-based initiatives
- Orchestrated the overhaul of an entire marketing campaign, including online shopping malls, email communications, catalogs, flyers, and brochures for target consumers
- Oversaw and analyzed most relevant keywords and their effectiveness for diverse PPC campaigns
- Developed all sales and marketing projects, from value propositions to competitive comparison, including comprehensive research, competitor analysis and creative value proportions, and statements