

GRACE JEONG

linkedin.com/in/graceehjeong | graceehjeong@gmail.com | Champaign, Illinois

Education

University of Illinois at Urbana-Champaign, Gies College of Business

Expected Graduation: May 2026

Bachelor of Science in Marketing, Minor in Informatics

Cumulative GPA: 3.94/4.00

Professional Experience

Cambridge Educational Services

Des Plaines, Illinois

Creative Director of Marketing

January 2024 – Present

- Oversaw end-to-end coordination for 80+ national, regional, and state-level conferences, leading research, logistics, and high-level communications with directors and partner organizations to drive brand consistency and deepen long-term relationships
- Led and mentored three team members in conference coordination, copywriting, and eBlast campaign development, ensuring success in our team through mentorship, progress and performance monitoring, and strategic guidance
- Implemented new systems to enhance efficiency and quality of eBlasts, including developing responsive eBlasts (+29.83% average click-through rate) and introducing an outreach-focused eBlast strategy based on market research
- Enforced modern B2C marketing strategies—including targeted sample mailings, QR-based meeting booking page, and online order forms—which boosted accessibility and drove a sixfold increase in customer engagement within the first month
- Designed and developed advertisements, brochures, trade show displays, and PowerPoint presentations, leveraging in-depth market analysis to craft targeted messaging and high-impact visuals tailored to specific customer segments
- Collaborated with publishing team to design textbooks, Moodle contents, and piggy "coach" characters, now the Cambridge mascot, focusing on engaging and visually appealing materials to captivate and motivate students to learn

Marketing Intern

January 2021 – December 2023

- Assisted in secondary research of state requirements and conducted a state-specific analysis of trends in tests and requirements across 50 states, contributing to the development of state-targeted marketing strategies
- Enhanced email campaign performance through data-driven insights and KPI analysis, significantly improving the quality
- Delivered a variety of creative assets, including 6 ads, 18 book covers, and 12 eBlasts within the first year joining the team

Asia Coach Center

Seoul, Korea

Freelance Designer/Marketer

December 2019 – August 2022

- Enhanced visual presentations of the company by preparing class materials, digital advertisements, and physical products
- Visualized key learning points through diagrams and illustrations in presentation slides and textbook contents
- Communicated and guided 100+ clients to obtain their professional certificates from the International Coach Federation

Camp Seoul Foreign School

Seoul, Korea

Media Team Photographer

June – July 2020 & 2022

- Led daily Media Team meetings to distribute work by skills and preferences and to recap daily progress in work as a team
- Captured daily action shots and weekly individual portraits of 398 children and 34 counselors, ensuring professional editing
- Coordinated and managed logistics, updates, and daily activities in collaboration with counselors and administrators, ensuring smooth operations and high-quality content for Instagram (@camp_sfs) and the weekly email newsletter

Leadership Experience and Activity

LikeLion UIUC

Champaign, Illinois

Vice President

July 2023 – May 2024

- Established the UIUC LikeLion community in partnership with LikeLion Official, Korea's leading undergraduate IT and startup network, while building a strong social media presence on Instagram (@likelion_uiuc) and Facebook groups.
- Administered logistics, coursework, projects, and meetings for 21 members in two groups: design team and back-end team
- Guided students in transforming innovative ideas into reality through nationwide UIUC workshops, Ideathon, and Hackathon
- Led the design team to win the Popularity Prize against 160 students at the 2nd Likelion US Hackathon with OurPet, an app matching volunteers and animal shelters based on volunteers skills and location, along with donation features

Korean American Culinary Association

Champaign, Illinois

Event and Social Media Coordinator

August 2022 – May 2024

- Orchestrated engaging multi-culture culinary activities bi-monthly and oversaw event planning from concept to execution
- Managed social media outreach, promoting cultural events and fundraisers to 4.3K Korean-background students at UIUC

Skill and Interest

Language: Fluent in English and Korean | Conversational in Mandarin

Technical Skills:

Advanced Adobe Creative Suite (Illustrator, Photoshop, InDesign, Lightroom) | Microsoft Office 365 (PowerPoint, Word, Excel)

Intermediate Adobe Premier Pro and After Effects | Figma | Qualtrics | Tableau | SPSS | Python | HTML

Certification: Adobe Certified Professional: Visual Design using Adobe Photoshop (2022) | Korea Associate Coach (2023)

Personal Interests: Photography | Movies | Volunteering | New Mobile Apps | Self Development | Graphic Design