

# Youngjun Song

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## SUMMARY

**Data-driven marketer** who turns audience insights, content performance, and product analytics into campaigns that improve engagement, outreach, and growth, while connecting user behavior, market research, and performance data to shape clearer messaging and stronger marketing decisions.

## EXPERIENCE

### Global PBL Program

Irvine, CA

Product/Data Project Participant

Mar 2026 - Present

- Collaborated on **startup-style product** projects involving user workflow design, data collection pipelines, and front-end deployment.
- Used AWS, Git, and front-end deployment tools to support rapid prototyping, team collaboration, and project iteration.
- Translated product requirements into **structured data flows and user-facing features**.

### K-Angel / College of Business Student Ambassador

Seoul, Korea

Strategic Planning Team Lead / College Ambassador

Nov 2024 - Aug 2025

- Led strategic planning for K-Angel's online and offline initiatives, including event concepts, promotional calendars, and Instagram content strategy.
- Spearheaded Angel Day, K-Angel's largest offline event, achieving the organization's first-ever turnout of **150+ participants**.
- Reviewed Instagram Reels campaigns averaging **8,000+ views per video** to refine content formats and event outreach.

### Hyundai Capital Headquarters

Seoul, Korea

Accounting & Inventory Management Intern

Jan 2022 - Feb 2022

- Reviewed accounting and inventory records to ensure accuracy across **financial and operational data**.
- Cleaned and standardized spreadsheet records to improve reporting consistency and reduce data discrepancies.
- Summarized raw inventory and accounting data into structured documents for recurring team reviews.

## PROJECTS

### Clir - Allergy & Vegan Ingredient Scanner

Front-end Developer / Data Visualization

Mar 2026 - Present

- Built React Native screens for dietary profile setup, product scanning, and result review for grocery-product evaluation.
- Implemented **barcode scanning and OCR-based** ingredient input interfaces with compatibility, warning, and product-detail screens.
- Analyzed allergy and dietary restriction research to create data-backed landing page visuals for user pain points and product value.

### Sellii - AI Deal Discovery & Margin Alert Platform for Resellers

Product Marketing /Strategy

Mar 2026 - Present

- Defined product positioning and reseller workflows for an AI platform that identifies profitable deals and estimates margins.
- Executed **early-stage marketing across Instagram and Reddit**, tailoring messaging to reseller pain points and faster purchase decisions.
- Evaluated product workflows to reduce usability friction and improve alert clarity, margin displays, and product iteration.

### SOLPICK - Solar Installation Bidding & ROI Analysis Platform

Grand Prize / 1st Place

Product / Data Strategy Lead

Aug 2025

- Designed the end-to-end service architecture and user flow for contractor bidding, subsidy information, cost comparison, and decision support.
- Designed ML-based forecasting logic using irradiance, panel area, module efficiency, performance ratio, and direction-correction factors.
- Evaluated **XGBoost, LightGBM, and LSTM** to support solar output forecasting, ROI analysis, and installation recommendations.

## SKILLS & CERTIFICATIONS

#### Marketing:

Content Strategy, Campaign Planning, Instagram Reels, Event Promotion, Community Outreach

#### Analytics:

Google Analytics, Instagram Insights, Audience Signals, SQL, Python, Data Visualization

#### Product Marketing:

User Research, Value Proposition, Landing Page Messaging, User Flow Mapping

#### Content:

Reels Planning, Copywriting, Content Calendar, Campaign Messaging

#### Tools:

Google Analytics, MySQL, Git, GitHub, Jira, AWS

#### Languages & Certifications:

Korean (Native), English (Professional Working Proficiency), Google Analytics Certification

## EDUCATION

Kookmin University - AI, Big data & Management; Double Major in Digital Marketing

Seoul, Korea

GPA: 4.1/4.5

Expected Aug 2027