

# CHAEUN HA

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## EDUCATION

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### University of California, San Diego

B.S. in Economics, Incoming Transfer Student

Fall 2026  
La Jolla, CA

### Santa Monica College

A.S. in Business Administration

Aug 2024 - Jun 2026  
Santa Monica, CA

## EXPERIENCE

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### PR & Social Media Officer, LIKELION US

Sep 2025 - May 2026  
Santa Monica, CA

- Created social media content for club events, recruitment, and member engagement, including Instagram posts, captions, posters, and short-form content ideas.
- Planned and maintained content schedules to promote events, strengthen the club's online presence, and keep messaging consistent across campaigns.
- Captured photo and video content during club activities to support social media promotion and future digital content.
- Researched student interests and social media trends to brainstorm creative campaign ideas with team members.
- Supported community engagement through online updates, event promotion, and clear follow-up communication.

### Business Development Intern, One Q Education

May 2025 - Jan 2026  
Los Angeles, CA

- Conducted market research on 100+ potential international student leads and analyzed customer needs, pain points, and competitor positioning.
- Helped develop client-facing service packages, onboarding materials, and service descriptions to clarify brand messaging for new users.
- Wrote customer-facing copy and basic marketing materials to support brand communication, outreach, and early-stage growth.
- Organized customer insights and lead information in spreadsheets to support follow-up, audience targeting, and service improvement.

### Operations & Administrative Assistant, BEMYCAR USA

Sep 2024 - May 2025  
Los Angeles, CA

- Managed customer files, rental agreements, payment status, and insurance claim records in a fast-paced service environment. Managed customer files, rental agreements, payment status, and insurance claim records in a fast-paced service environment.
- Migrated 200+ manual rental agreements into organized spreadsheets, improving tracking and data retrieval efficiency by 30%.
- Organized digital records and file systems to improve daily workflow, accuracy, and access to important information.

## SKILLS

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**Social Media & Content:** TikTok Content, Instagram Reels, Short-Form Video Ideas, Captions, Trend Research, Community Engagement, Content Calendar

**Lifecycle Marketing:** Email Campaign Support, SMS Campaign Support, Newsletter Copy, Audience Segmentation, A/B Testing Ideas, Open Rate & CTR Tracking

**Creative Tools:** Canva, CapCut, Figma, Instagram, TikTok, Google Drive, Google Sheets, Google Docs

**Brand & Marketing Research:** Brand Consistency, Visual Storytelling, Competitor Research, Meta Ad Library Research, Audience Insights, Emerging Brand Research

**Organization & Analytics:** Digital Asset Organization, Content Scheduling, Basic Performance Metrics, Detail-Oriented Task Management

**Languages:** English, Korean