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| **JENNIFER J. YU** | jjaehee@live.unc.edu(919) 417-3485 Portfolio website: jenniferjyu.weebly.com |
| **EDUCATION** |
| **UNIVERSITY OF NORTH CAROLINA at Chapel Hill** Advertising/PR & Psychology BS**ENLOE GT MAGNET HIGH SCHOOL,** GPA: 5.00* Art Club President, Women’s Varsity Tennis Team, Hunter Elementary School Teacher Assistant
 | August 2018 |
| **RELATED EXPERIENCE** |
| **ASIAN AMERICAN STUDENTS ASSOCIATION**– UNC Chapel Hill | October 2018- May 2020 |
| **Design Chair** |
| * Designed promotional social media graphics/posters for events/activities throughout year
* Designed main design/fliers/posters and created video animation to promote for school's largest annual cultural showcase (Journey Into Asia) in which 550+ people attended, highest attendance in record
* Designed club merchandise such as t-shirts, stickers, and caps
* Initiated, compiled, and designed organization’s first zine project of 50+ pages, showcasing artistic talents of 30+ UNC Asian American community members
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| **KOREAN AMERICAN STUDENTS ASSOCIATION**–UNC Chapel Hill | October 2019- May 2020 |
| **Publicity/Design Chair** |
| * Maintained club presence on social media platforms such as Instagram and Facebook
* Designed promotional social media graphics for club events, such as K-NITE in which 100+ people attended, highest attendance in record

**Co-GBM Chair*** Organized bi-weekly general body meetings in which attendees discussed Korean American/Asian American topics, identity, and political issues
* Collaborated with 4 other cultural organizations on various social and political events
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| **UNC CAROLINA HOUSING** – UNC Chapel Hill | June 2019- August 2019 |
| **Marketing Intern** |
| * Publicized events and updates through social media platforms, such as Twitter, Instagram, Facebook, YouTube
* Designed graphics to be posted on social media and social media stories
* Represented during orientation sessions, answered incoming student questions
* Wrote weekly content for the residential life blog (reslife.web.unc.edu)
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| **ADDITIONAL EXPERIENCE** |
| **UNC Wellness Network,** *Co-Facilitator***,** UNC Chapel Hill | September 2020- Present |
| * Lead weekly peer-facilitated program for consistent support that promotes students’ emotional and mental wellness in an accessible, confidential and inclusive environment
* Received training in Mental Health First Aid Training
* Created 3+ mockups for new logo design, designed fliers that were emailed out in listservs and that the Counseling and Psychological Services passed out to visiting students
* Established and managed Facebook page and Instagram account
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| **AWARDS AND HONORS** |
| * Key Club Robert F. Lucas Distinguished Lieutenant Governor Award, 2018
* Regional Scholastic Gold Key recipient in Drawing and Painting categories, 2017
* 3rd place winner in Congressional Arts Competition, 2017
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| **SKILLS** |
| * Adobe Photoshop, Adobe After Effects, CSS, HTML, WordPress, Microsoft Office, Microsoft Excel, Typescript
* Languages: English (+++), Korean (++), Spanish (+)
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