

Garrett Chun

portfolio

garrett-chun.com

education

UCLA | June 2020

B.A. Global Studies | cum laude
Departmental Honors

skills

Research

Trend spotting
Primary & secondary research
Qualitative & quantitative analysis

Strategy

Lateral thinking
Audience profiling
Empathy & curiosity

Presentation

Deck design & layout
Logic flow & structure
Argumentative writing

awards

VCU Camp Adventure | 2020

1st Place & Best Strategy

Indoor Recess | 2020

2nd Place & Best Strategy

UCLA Club Tennis | 2019

National Championship 1st Place

UCLA Club Sports | 2019

Athlete of the Year

contact

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experience

Strategist – Creative Advisory Council

ICMEC | September 2020 – Present

- Invited to be part of the International Centre for Missing and Exploited Children's first ever Creative Advisory Council
- Conduct primary and secondary research to identify brand position and areas of opportunity in the market
- Strategize ways for ICMEC to differentiate itself through branding, messaging, and online presence
- Produce campaign done with Camp ADventure in 2021

Strategist

VCU Camp Adventure | June 2020 – August 2020

Client: International Centre for Missing and Exploited Children

- Performed audience profiling and a competitive analysis of the nonprofit landscape
- Led strategy to come up with a single powerful insight and ensure consistent messaging across all executions
- Created a 5-year multi-channel marketing/fundraising campaign to gain and cultivate donors
- Developed a comprehensive media plan and investment proposal based on a yearly expenditure of \$2 million

Market Research & Strategy Case Analyst

Paravane Ventures | May 2020 – July 2020

- Selected as one of 15 top applicants among 4300+ candidates nationwide
- Created business strategy proposals for portfolio companies in media, entertainment, and technology
- Performed competitive analyses of industry, product and user landscapes

Junior Project Coordinator

IW Group | August 2019 – August 2020

Accounts: McDonald's, Shiseido, Southern California Edison, Census, City of Hope, Wells Fargo, Northwestern Mutual, etc.

- Managed the holistic creative process of projects from briefing to budgeting to talent payment and execution
- Coordinated multiple language versions of projects for TVC, online video, OOH print, and promotional items
- Improved processes by sourcing and training internal team on how to use a new project management tool
- Kept cross-functional teams on track, motivated, and productive by directing workflow and prioritizing deadlines