

Youngbin Kang

Brookline, MA 02446 | +1 (857) 210 6188 | youngbin0814@gmail.com | www.linkedin.com/in/youngbin-kang

EDUCATION

Boston University College of Communication
B.S. in Media Science, Minor in Statistics | Honors: Dean's List (2021, 2022, 2024)

Boston, MA
Sep 2021 - May 2025

CORE SKILLS & TOOLS

Internal Communications & Content Strategy: Drafting Multi-Channel Messaging • Campaign & Event Communications

Analytics: Email Analytics • Survey Analysis • Engagement Metrics • Social Listening & Sentiment Tools (Meltwater, Social Searcher, Communalytic) • Statistical Software (R, SPSS) & Data Visualization (ggplot2, tidyverse)

Digital & Design Tools: Content Creation (Canva, Illustrator, Photoshop, InDesign) • Collaboration Platforms (Slack, Teams)

COMMUNICATION EXPERIENCE

- BU x Northeastern x Berklee x MCPHS College Campus Ministry Group

Lead Designer & Communication Chair

Boston, MA

Jan - May 2025

 - Directed brand voice and visual identity for cross-campus events; developed multi-platform marketing assets, managed a team of two designers, and coordinated with 16+ stakeholders to ensure messaging alignment.
 - Crafted and executed a hashtag-based teaser and countdown campaign with RSVP-in-bio links, generating 4,200+ views and reaching 2,070+ accounts.
 - Monitored engagement analytics to refine messaging and optimize communication channels (social posts, email campaigns, intranet updates), resulting in a 129% year-over-year increase in event attendance.
- Ium Chapel

Publicity Director & Graphic Designer

Boston, MA

May 2023 - May 2024 & May 2023 - May 2025

 - Achieved a 100% year-over-year increase in average event attendance by leading weekly outreach initiatives and optimizing onboarding for new students and young adults through tailored messaging and follow-up strategies.
 - Led campaign strategy and cross-functional coordination for semester-based events; developed event concepts, managed logistics, and aligned creative direction with program goals.
 - Produced 30+ branded digital assets (flyers, monthly posters, slides) across multichannel platforms including Instagram, email, and messaging apps; maintained 200+ weekly participant engagement.
- BongBong Clinic

Global Marketing Communication Intern

Seoul, South Korea

Aug 2024

 - Engaged 37 international patients via direct messaging platforms (WhatsApp, WeChat, LINE); successfully converted 59% into booked procedures through personalized follow-ups.
 - Partnered closely with clinical, marketing, and PR teams to standardize and align consultation communications across Korean, Chinese, Japanese, and English, enhancing brand credibility and visibility among diverse audiences.

PROJECT HIGHLIGHTS

- Spotify Social Media Analytic Report

Boston, MA | Jan - May 2025

 - Analyzed 25+ social media conversation themes and mapped 1,300+ fan community influencers across K-pop fan communities to identify engagement patterns and inform strategy.
 - Developed platform-specific content plans, seasonal campaigns, and ambassador initiatives tailored to Gen Z users to strengthen message resonance and brand visibility.
 - Conducted sentiment and keyword analysis using Meltwater, Social Searcher, and Communalytic; compiled insights into an executive-level report with strategic recommendations, including competitor benchmarks and cultural trend impact.
- Creative Media Design Strategy - CookieRun: Kingdom

Boston, MA | Sep - Dec 2023

 - Led a full-funnel digital campaign redesign for Gen Z audiences, informed by qualitative insights from six gamer interviews to align tone, visuals, and content delivery.
 - Produced 6+ core brand assets - UI layouts, social banners, and print ads - using Adobe Creative Suite (Photoshop, Illustrator, InDesign, Animate, and Dreamweaver).
 - Enhanced brand storytelling through 10+ interactive UX hotspots, CTA mapping, and motion graphics, boosting campaign performance across web and social platforms.