

# Joonseo Chang

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## EXPERIENCE

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### LOVO AI

Mar. 2021 – Aug. 2021

#### Product Growth Manager

California, US

- **Drove 41% increase in Alexa SEO ranking** by optimizing front-end UI and subpage meta tags
- Leveraged Intercom to produce localized email sequences **boosting user engagement by 54%**
- Wireframed and built online Help Center and first library of enterprise case studies
- Ran and produced content for campaigns with **monthly cross-platform reach of 1.4M**
- Streamlined engineering costs by adopting new user onboarding technologies **reducing backlog by 45%**
- **Conducted competitive analysis** of web traffic data and supervised new **enterprise engagement strategies**

### TwoNumber

Nov. 2020 – Feb. 2021

#### Project Manager

Seoul, KR

- **Presented product portfolio** at the Korea Trade-Investment Promotion Agency (KOTRA) global venture showcase
- Managed logistics for delegation to 2020 Mobile World Congress (COVID Cancellation)

### D&B Consulting Group

Jul. 2020 – Aug. 2021

#### Consultant

Seoul, KR

- Authored admissions curriculum tailored to students applying to Seoul-based universities
- Provided engineering team with **UI guidelines and competitive analysis** to launch online admissions calculator

### Debate Korea

Feb. 2020 – Jun. 2020

#### Program Associate

Seoul, KR

- Registration and communications for the 41st World Universities Debating Championship with 1,000+ participants
- Created organization's first CRM database by categorizing support tickets
- Drafted communiques and notices addressing **international community of 5,200+ members**

## LEADERSHIP

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### Yonsei Underwood Union Debate Society | President

- Oversaw curriculum and logistics for 50+ members & 400+ alumni, and **secured \$3.5K in funding**
- Convened **South Korea's first ever online debate tournament** with 100+ participants

### Dongari.io | Founder

- Led a team of 6 developers and designers to build a platform for students to form customizable online communities
- Project placed **8th at Y Combinator's SUS Pitch Competition**

## EDUCATION

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### Yonsei University

Mar. 2019 – Present

#### Bachelor of Arts in International Studies

Junior Year

- **Coursework:** Financial Analysis, Project Management, Public Policy, International Law
- **Accomplishments:** 1st Place at UC Berkeley Case Competition, Yonsei Research Delegate to ZiWiS Conference (Germany), Full Scholarships to CityU HK LLB & BBA Programs, 2019 Nationals Debate Rookie Champion

## SKILLS

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**Languages:** English, Korean, Spanish, Chinese (HSK5)

**Tools:** Figma, Adobe XD, InDesign, Airtable, Webflow, Tableau, Google Analytics, Excel, FCPX, LaTeX, HTML/CSS