

EUNJEE CHOI

CONSUMER MARKETING | CONTENT AND CREATOR CAMPAIGNS | BRAND COMMUNICATIONS

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PROFESSIONAL SUMMARY

Consumer marketer with **4+ years of experience** across gaming, technology, education and experiential campaigns. Combines hands-on marketing execution with an analytical foundation from UC Berkeley biochemistry studies and a Data Science minor. Seeking consumer, content, and event marketing roles combining audience insight, storytelling and hands-on execution.

SKILLS AND COMPETENCIES

Consumer Marketing: Integrated campaigns, content strategy, copywriting, social media, creator and influencer programs, media relations, product launches, experiential marketing, community engagement

Campaign Operations: Creative briefs, asset management, editorial calendars, cross-functional collaboration, partner coordination, event logistics, audience research, campaign reporting, CRM segmentation

PROFESSIONAL EXPERIENCE

Pomerium | Marketing Specialist

Jul 2024 - Oct 2025

- Supported **five product launches** at a Series A cybersecurity startup by coordinating web, email, social and video assets with Product, Engineering and Sales; managed deadlines, approvals and shared campaign materials.
- Produced **29 technical articles** by translating cybersecurity and AI concepts into clear product education with technical reviewers; repurposed webinars into short-form video content.
- Executed event programs at **Black Hat, KubeCon, ScaLE and AI Engineer World's Fair** by coordinating promotion, vendors, budget tracking, booth assets, travel and post-event follow-up.
- Initiated **100+ attendee conversations in three days** at Black Hat through proactive booth outreach; connected technical questions to the developer advocate and gathered ideas for demos and content.
- Contributed to **\$1.5M+ in influenced pipeline** across marketing programs by supporting content, launches and events, using Salesforce audience segmentation and performance data to guide follow-up.

Tara Bruno PR | Public Relations Specialist - Gaming

Jun 2022 - Dec 2023

- Delivered **75+ press and campaign materials** by translating game announcements into releases and pitches; owned creator briefs, giveaway instructions, suggested social copy and interview press profiles.
- Distributed **545 Lord of the Rings Online giveaway codes** to eight press outlets and twelve streamers by coordinating partner outreach, instructions, approvals and client-supplied assets.
- Co-staffed **25 Lords of the Fallen interviews and demos** at Game Developers Conference (GDC) and delivered follow-up information and assets, leading to **12 published coverage pieces**.
- Delivered **40+ campaign reports** by tracking media coverage and summarizing results for clients; maintained 500+ media and creator contacts for targeted outreach.

REACH | Marketing and Operations Consultant

Jul 2024 - Oct 2025

- Supported a **2,500+ creator network across 75+ universities** by coordinating partner requests, assets, communications and on-site logistics for in-person activations with **250+ influencers in attendance**.
- Delivered holiday gifting to **135 creators and sponsors** by coordinating vendors, recipient information, package fulfillment and spending records.

The Asia Foundation | Exchange Program Intern

Jun 2022 - Aug 2022

- Coordinated a **16-day, four-city exchange with 30+ events** for 13 Korean creators by organizing travel, venues and partner meetings, providing Korean-English localization and managing urgent schedule changes.

CONTENT CREATION AND COMMUNITY

- Produced **50+ branded videos across 25+ paid collaborations** by creating consumer-facing content for brand partners; built a 70+ member Discord community through audience engagement and moderation.

EDUCATION AND TOOLS

University of California, Berkeley | B.A. Molecular and Cell Biology | Minors: **Data Science** and Korean

Tools: Adobe Creative Cloud, Canva, Figma, Google Analytics, Salesforce, HubSpot, Mailchimp, Notion, Asana, Microsoft Office Suite, Google Workspace, ChatGPT, Claude

Languages: English (Fluent), Korean (Fluent), Spanish (Proficient)