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# Ye-Eun Rose Park

Brand strategist with IT marketing expertise

## PORTFOLIO

<https://yeeunpark.com>

## SKILLS

### Sales/Marketing

- Email Marketing
- Social Media Marketing
- Newsletter Creation
- Content Creation
- SEO & Search Advertising
- Canva
- Adobe Photoshop
- Hubspot

### Operations Management

- Bullhorn CRM
- Vendor Management Systems
- Consultant Onboarding and Care

## EDUCATION

### Indiana University, Jacobs School of Music

M.M. Piano Performance,

May 2021

GPA 3.92

B.M. Piano Performance,

May 2019

GPA 3.87

## LANGUAGES

- English
- Korean
- Japanese
- Chinese

## EXPERIENCE

### Vaco

Sales, Marketing Administrator & Office Manager

February 2022 - Present

- Worked with the Global Marketing Team on marketing campaigns and tracked real-time data on Hubspot
- Worked with the Sales team to build and manage client lists of 1,000+ IT leaders for email campaigns
- Researched case studies, IT and hiring focused articles and created weekly marketing slicks for recruiters and producers including job posts for LinkedIn display
- Created custom newsletters for 3 LinkedIn leadership focused groups (IT, PMO, HR) and managed content for the Vaco Pittsburgh website
- Employed Canva and Hubspot social media tools to release daily contents on Facebook and Instagram
- Led and processed consultant onboarding in Bullhorn CRM, including conducting and tracking paperwork, background checks and benefits
- Managed consultant care by utilizing Hubspot email tools
- Input candidates into Vendor Management Systems and reported job requisition status to the team

### Apex Systems

Cerner EHR Consultant

August 2021 - Feb 2022

- Facilitated and implemented Cerner Electronic Health Records go-lives for health system clients nationwide
- Educated and trained medical professionals and administrators on new workflows for optimization and software updates
- Resolved technical and workflow issues, including submitting tickets and making feature requests to product team

### Lesson With You

Brand Strategist & Co-founder

July 2020 - Present

- Co-founded and created a live online music lesson platform that matches learners with professional music teachers and currently facilitates 250+ lessons/week with \$30,000 Monthly Recurring Revenue without outside funding
- Led social media marketing by using Canva and managed content on Facebook, Instagram, LinkedIn, Twitter and Pinterest
- Designed and optimized the user-friendly website with custom Canva designs through Elementor
- Created blog articles using Semrush for keyword research