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let's connect.

amanda yoon

education

2019-2021

MS in Business

Creative Brand Management
VCU Brandcenter

2009-2013

BA in Public Health

Minor in Political Science
University of California Irvine

skills & tools

Brand building
Quant/qual research
Proposal & RFP writing
Scope of work
Creative briefs
Project Management
Graphic Design
Adobe CC (Ai, Id, Ps, Pr, Dn)
Google drive suite
Microsoft word, excel, ppt
Keynote

ask me about

abstract painting side hustle
socially conscious travel
recent powder adventure
80's rock
Hamilton.

experience

Dec 2020 - present / Virginia Beach Justice Initiative / Remote

Brand Intern

Development of a comprehensive launch strategy and plan for the organization's new name and branding that ensures the retention of current donors and facilitates expansions into new markets, including major donor opportunities.

Jul 2020 - Oct 2020 / The Carriage House / Remote

Strategist

Collaborated with Team One on a creative concept that was pitched to PUBLICIS group. Performed qual/quant research, generated insights and developed a strategy and communications plan to guide creative thinking through underrepresented youth.

Jun 2020 - Aug 2020 / Freelance / Remote

Brand Strategist

- Alkhemist Los Angeles: Developed a go-to-market strategy to support the launch of the company's newest subsidiary: Alkhemist Bio, in South Korea. Deliverables included branding content.
- Janet Kim MD Pediatrics, INC: Brand development and brand design including logo design, style guidelines & website.

Jun 2013 - Aug 2019 / Undiagnosed Diseases Network at UCLA / Los Angeles, CA

Lab Manager / Research Associate

Conducted research studies that generated a 34% increase in diagnostic rates of rare genetic diseases. Analyzed genomic sequencing data and compiled reports. 7+ PUBMED publications. Managed, supervised, and trained a team of 10+ lab personnel.

March 2012 - Jun 2013 / UCLA Ronald Reagan Medical Center / Los Angeles, CA

Clinical Information Manager

Produced real time documentation of medical records for physicians to improve and increase patient care within the emergency room department. Demonstrated ability to multi-task, adapt, and work efficiently in a high volume and fast-paced environment.