

Deborah Yoon (she/her/hers)

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EXPERIENCE

Publicis Media – New York, NY

June 2024 – Present

Campaign Manager

- Developing insight-based media strategies by defining audience segments and KPIs across Meta, TikTok, Pinterest, Snapchat, and LinkedIn, aligning efforts to partner and business priorities across 12 Marriott brands.
- Leading cross-functional communication among stakeholders to align on strategy, timelines, and reporting, ensuring flawless campaign execution for on-time delivery across BAU and LTO launches as well as bi-weekly reports for Co-Brands campaigns.
- Overseeing optimizations to exceed KPI benchmarks for credit card applications (NAAs) and cost per apply now button clicks (CPAN) by 20% MoM through observing performance closely through bi-weekly reports and recommending pausing low-performing audiences.
- Championing collaboration with internal teams, platform partners, and clients to deliver cohesive go-to-market strategies and drive innovation through actionable insights and learnings by staying on top of managing campaign budgets across multiple flight schedules, ensuring efficient investment allocation and budget compliance.

University of Georgia College of Engineering – Athens, GA

September 2023 – May 2024

Social Media Marketing and Graphic Design Intern

- Created 12 GIFs for Instagram, achieving nearly 20k views in one week and used 2,000 times in two months.
- Produced digital displays, posters, stickers, cards, and maps for the College of Engineering within a newly created aesthetic.
- Generated content for the newly designed College of Engineering website, ESSCI WordPress site, and social content.

Delta Air Lines – Atlanta, GA

June 2023 – August 2023

Brand Marketing Intern

- Spearheaded Delta's 2023 campaign, Faces of Travel, and created a QR code, driving 2,500+ initial scans in two weeks.
- Researched and aligned intern project with Delta's Environmental, Social, and Governance (ESG) strategy, yielding three impactful recommendations for future use.
- Authored bi-weekly newsletters, sharing sustainability and DEI updates to internal leaders for informed decision-making.

NBCUniversal – Remote

September 2022 – April 2023

Post-Production & Graphic Design Intern

- Created key art for entertainment marketing campaigns, strengthening CRM initiatives across streaming and digital platforms.
- Enhanced brand visibility by designing cue cards aired on *E! News* and tickets for the 2022 *People's Choice Awards* (3.3M viewers).
- Developed logo concepts for *House of Villains* and supported design production for season eight of *Botched*.

LEADERSHIP & PROJECTS

New Media Institute Capstone Project (Crawford Investment Counsel) – Athens, GA

August 2023 – December 2023

Account Executive & Creative Director

- Directed team operations and applied project management expertise to prioritize and deliver content strategies, user testing (qualitative and quantitative user research to inform customer-centric marketing strategies), and HubSpot data analyses.
- Redesigned the brand kit—developing logo mockups, Perpetual Accumulation™ graphics, and creative assets for the NMI.

Public Relations Student Society of America (PRSSA) – Athens, GA

May 2022 – May 2024

Social Media Director

- Led committee meetings focused on brainstorming unique and engaging ideas for social media and put them into action by delegating content, including Instagram (story posts, feed posts, and reels), raising engagement across the platform by 250%.
- Produced social content, including photos, videos, and graphics, that aligns with the PRSSA visual brand and voice.
- Initiated cross-committee collaboration to celebrate diversity on PRSSA social media outlets during key cultural moments like Black and Women's History Month, increasing engagement by nearly 70% in these months.

EDUCATION

University of Georgia, Grady College of Journalism and Mass Communication - Athens, GA

B.A. in Advertising with a Certificate in New Media, Minor in Korean

SKILLS & LANGUAGES

Design: Adobe Creative Cloud, Canva, Figma

Media Planning: Jira, Microsoft Office, Prisma

Web and App Development: CSS, HTML, JavaScript, SwiftUI

Languages: Fluent in Korean