

Eunsong Choi | Digital Marketing Coordinator | Social Media & Content for Hospitality Brands

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Summary

Digital Marketing Coordinator with hands-on hospitality experience driving measurable engagement; achieved +157% MoM Instagram reach growth and 100+ guest participation through content strategy and on-site event execution.

Experience

Sheraton Vancouver Guildford Hotel | **Digital Marketing Coordinator**

May 2026 – Present

- Redesigned a guest activation's incentive model, driving 100+ participants and hotel-published UGC video.
- Delivered a fully branded FIFA World Cup activation within a 3–6-hour setup window.
- Produced a paid Facebook video ad for cruise packages with a click-to-purchase pop-up.

Saman Bakery | **Social Media & Content Designer (Freelance)**

May 2025 – Sep 2025

- Rebuilt Instagram presence, driving +157% reach, +166% non-follower reach, +250% link taps.
- Directed an on-site production shoot to build brand storytelling and customer trust.
- Grew the account to 10K followers through a structured content calendar and templates.

Muya.hoya | **Digital Marketing Coordinator & Product Designer (Self-employed)**

Apr 2026 – Present

- Built a 5-platform content engine from a near-zero following, generating 15.4K–12.3K–10.9K views (YouTube–Instagram–TikTok).
- Drove 14.9K Marketplace listing clicks and direct sales by seeding content across niche community groups.
- Identified an underserved audience through primary market research, pivoting content strategy accordingly.

SAP Vancouver Green Team | **Digital Experience & Media Specialist (Internship)**

Aug 2024 – Nov 2024

- Redesigned office wayfinding signage and produced a multi-channel video campaign engaging 50+ employees/volunteers.

Education

Diploma, New Media & Web Development | BCIT

May 2023 – Nov 2024

Bachelor of Arts, Industrial Design | University of Ulsan

Mar 2007 – Feb 2012

Skills

Tools | Meta Business Suite, Canva, CapCut, Premiere Pro, After Effects, Photoshop, Figma

Content & Strategy | Content Calendar Planning, Community Management, Event/Activation Support, Analytics & Reporting

Collaboration & Languages | Notion, Slack, AI-assisted planning (Gemini, Claude) · Korean (N), English (F), Chinese (P)