



☎ 42 72 83 07

📁 hyerinkong.com

🔗 [LinkedIn Profile](#)

✉ konghyerin@gmail.com

🇰🇷 South Korean

🇩🇰 Living in Copenhagen

🏡 With Long-term Residency in Denmark

SKILLS

Digital Marketing & Tools: Google Analytics & Ads, MailChimp, Hootsuite, Meta Business Suite, Cvent

Website & App & CMS: WordPress, Wix, Hootsuite, HTML, Python, Apple Developer Programme, Google Playstore Developer

Other Software: Adobe Creative Cloud, Microsoft Office, G Suite

LANGUAGES

Korean: **Native**

English: **Bilingual, C2**

TOEFL 114/120

Danish: **B1** DU3 Modul 4

Japanese: **B2** JLPT N2

Chinese: **B2** HSK Level 5

Hyerin Kong

Marketing & Communications Specialist with 4+ years of experience delivering data-driven campaigns, launching digital platforms, and driving audience growth across diverse industries. Skilled in implementing digital tools, managing cross-functional projects, and coordinating stakeholder engagement in dynamic, international environments. Starting master's programme at Copenhagen Business School in 2026, currently looking for a student position.

EXPERIENCE

World Climate Foundation | Copenhagen | 3y 4m

Marketing & Communications Lead — Nov 2023 to Nov 2025

Communications Coordinator — Aug 2022 to Oct 2023

- Led communications and marketing campaigns for global climate partnerships and events at UNFCCC COPs and climate weeks, growing the audience from 70K to 110K.
- Produced and managed content across press releases, websites, social media, newsletters and sales materials.
- Led the digital transformation of marketing and project workflows by implementing Cvent and improving coordination across teams.
- Managed the launch and rollout of a partner-facing event app used by 100+ organisations and 1,000+ attendees.
- Coordinated high-level sustainability roundtables as the main contact for political, corporate and financial stakeholders.

Flitto Inc. | Seoul | 8 months

Digital Platform Manager — Apr 2021 to Aug 2021

Linguist — Jan 2021 to Mar 2021

- Coordinated launch activities for an AI-driven media localisation platform, improving CMS efficiency and enhancing user experience across web and mobile.
- Collaborated with developers to automate key features in large-scale projects, increasing engagement with the in-app reward system by seven times.
- Managed 250+ localisation projects, translating stakeholder needs into scalable workflows that ensured timely, culturally relevant content delivery.
- Expanded the company's global reach by recruiting and onboarding language specialists to support international growth across six new markets.
- Conducted quality assurance on AI-generated and human-translated content, ensuring accuracy, consistency, and cultural relevance.

WORK SAMPLES

Click the underlined text to review

- High-level Sustainability Roundtables @ WCF
- Press Release @WCF
- Curated Insights Newsletter @WCF
- Marketing Newsletter @WCF
- Social Media Campaign @UNICEF
- Fund Raising Campaign @UNICEF
- Localization @Flitto Inc.

More project samples available at:

www.hyerinkong.com

UNICEF Korea | Seoul | 1yr 1m

Content & Programme Planner — Aug 2020 to Aug 2021

- Planned and executed multimedia campaigns promoting the UN Convention on the Rights of the Child (UNCRC) as part of UNICEF's youth initiative, UNICEF Champions.

EDUCATION

M.Sc. Business Administration and Digital Business

Copenhagen Business School | Copenhagen | Feb 2026 – Jan 2028

B.A. Honours in English Linguistics

B.A. Honours in Chinese Economy and Trade

Hanyang University | Seoul | Mar 2017 – Feb 2022

- Graduated **Summa Cum Laude**, GPA 4.24/4.5 (Danish 12)
- 2 International Exchange Programmes
 - University of Osaka, Japan — Sep 2018 to Feb 2019
 - Mount Royal University, Canada — Jan to Apr 2020