



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.

📞 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

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.

W O R K S A M P L E S

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.

E D U C A T I O N

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