

SARAH (YU HYUN) CHUN

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EDUCATION

Parsons, The New School, New York, U.S.A. Expected May 2025
Master of Professional Studies (MPS), Fashion Management

Nuova Accademia Di Belle Arti (NABA), Milan, Italy October 2017 - October 2020
Bachelor of Arts (BA), Design, GPA 4.0 / 4.0 Cum Laude

EXPERIENCE

AZZI + CO - New York, United States February 2025 - Present
Public Relations Intern

- Collaborating with renowned brands like Silvia Tcherassi, Alexandre Birman, and Eataly to enhance brand visibility through storytelling, influencer partnerships, and event coordination.
- Managing and tracking pull requests from magazines and celebrity stylists, ensuring timely delivery and accurate documentation using platforms such as Launchmetrics and Lefty.
- Proactively pitching products and brand collaborations to clients, driving visibility and engagement.

JIEUM - Seoul, South Korea February 2023 - Jan 2025
Founder and Creative Director

- Created a jewelry brand that combines traditional Korean designs with modern materials and craftsmanship.
- Lead the development and execution of the brand's creative vision by being in charge of marketing, management and design.
- Designed the concept for the brand and handcrafted silver jewelry through metal casting and metal crafting.
- Collaborated with celebrity stylists, resulting in the brand's jewelry being featured on a popular drama.
- Secured partnerships with K-pop idols like NCT, who wore the brand's pieces during their Japan tour, significantly boosting brand visibility and credibility.

YOUSUB - Hybrid November 2023 - Dec 2024
Freelancer Content Translator

- Translated over 100 hours of video content in total from Korean to English, ensuring linguistic accuracy and cultural relevance.
- Collaborated with content creators to align translations with brand voice and audience preferences.
- Translated K-pop song lyrics from Korean to English, preserving the original meaning, tone, and emotional depth of the songs as well as the poetic and artistic essence.

GREEDILOUS - New York, U.S.A. September 2024
COTERIE Assistant

- Supported the Korean brand, at COTERIE New York by assisting with organizing product displays, and ensuring the brand's vision was accurately conveyed.
- Provided support to fashion exhibitors and buyers, ensuring smooth communication and organization.
- Produced a comprehensive line sheet for the F/W collection and managed trade show order submissions.

GUMMI - Hybrid February 2022 - June 2022
Product Designer

- Worked collaboratively with other designers to establish a brand identity that was focused on pet related products that were both practical and aesthetically pleasing.

- Conducted in depth research around existing pet products that are within the Chinese market already using popular e-commerce platforms, such as AliExpress, to organize our data.
- Lead discussions as head designer via our online meetings with those who founded the company and alongside a separate designer in order to show the distinctions between existing products within the Chinese market.

UMAG - Seoul, South Korea

April 2022 - May 2022

Logo Designer

- Designed logos via Adobe Photoshop, Adobe InDesign, and Adobe Illustrator.
- Presented new ideas weekly to various music channels, including the 127K-subscriber Rooftop Music and the 89.7K-subscriber Violet Fizz, and contributed to shaping their brand identities.

AWARDS & SCHOLARSHIPS

ORVI X Nuova Accademia Di Belle Arti Competition, 1st Place

June 2019

- Proposed a collection for the tile company based in India.

Nuova Accademia Di Belle Arti (NABA) Special Mention Scholarship

October 2017 - October 2020

- Presented with an Academic Excellence Scholarship for outstanding academic performance.

SKILLS

Computer: Microsoft Word, Microsoft PowerPoint, Microsoft Excel, Adobe Photoshop, Adobe InDesign, Adobe Computer Aided Design, Rhinoceros 3D

Languages: English (native), Korean (native), French (basic)

CERTIFICATION

Inside LVMH Certificate in Creation & Branding, Operations & Supply Chain (ID: 0aa692128f)