

# Ashley Kang

Chicago, IL  
314-630-6345

[www.ashleykang.me](http://www.ashleykang.me)  
[yeajil@gmail.com](mailto:yeajil@gmail.com)

## Education

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**Parkway Central High School**, Chesterfield, Missouri  
High School Diploma

**August 2017 – May 2021**

**Loyola University Chicago**, Chicago, Illinois  
Bachelor of Business Administration; Major: Marketing  
Double Minor: Digital Media & Film, Business Management

**Expected May 2025**

**Yonsei University**, Seoul, South Korea  
Yonsei School of Business; Major: Business Administration

**March 2023 – July 2023**

## Professional Experience

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**Manager**, Chicago, Illinois  
*Jimmy Johns Store Manager*

**May 2022 - Present**

- Engage with customers daily.
- Create team bond/team structure.
- Handle the store's daily finances.
- Prepare sandwiches, wraps, salads, bread, fresh ingredients, and meats.
- Serve the Chicago area.

**American Trailer**, Seoul, South Korea  
*Marketing Intern*

**July 2023**

- Researched and studied the brand's story with the Co-founders.
- Visited different branch locations across the country to observe consumer behavior.
- Collected data and created marketing reports on how the company could increase success in South Korea.
- Applied marketing strategies and cultural components to create methods that would help the company's success in the United States.
- Contributed to the company's marketing planning efforts.

## Skills

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- Adobe Creative Cloud (Adobe Photoshop, Adobe Lightroom, Adobe Illustrator, Adobe Premiere Pro)
- Microsoft 365 (Word, PowerPoint, Excel)
- Social Media Platforms (Instagram, Snapchat, TikTok, Tumblr, Pinterest, Twitter, Discord, Weverse, Reddit)
- Languages: English (fluent), Korean (fluent), Spanish (intermediate)
- Design and Planning
- Organization Management
- Research and Investigation
- Problem Solving
- Customer Service

## Professional Organizations

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**Leukemia and Lymphoma Society**, St. Louis, Missouri

**January 2020 – May 2021**

*Executive Board Member*

- Raised money through fundraising and partnering with companies, restaurants, and local businesses.
- Advocated for the Leukemia and Lymphoma cause by going door to door.
- Planned weekly meetings for 15+ members.
- Raised over \$11,000 for the first year.

**Korean Youth Ambassadors**, St. Louis, Missouri

**July 2020 – August 2021**

*Executive Board Member*

- Created content advocating for issues revolving around Korean American Youth.
- Helped organize weekly meetings.
- Assisted with organizing events via Instagram, Spotify (podcast), and blog.

**Strides For St. Louis**, St. Louis, Missouri

**July 2020 – January 2021**

*Director of Global Advocacy*

- Managed all social media for Strides For St. Louis.
- Orchestrated community service events.
- Volunteered and recruited members.
- Raised awareness through social media.
- Created content for website newspapers and social media accounts.

## Awards

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- **2020, St. Louis Youth Leadership Conference**, Analytical Writing Essay Competition Winner
- **2021, Jim Firestone Award**, Award winner at the Emerson Young Artists' Showcase
- **2021, Parkway Central Community Service Award**, Recognition for service/contributions to Parkway Central High School and the broader St. Louis County/city areas.