

Junsoo Kang

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Professional Experience

NDG Community Council

Jan.2025 – Present

Social Media & Content Coordinator (Volunteer)

Montréal, QC

- Optimized content strategy, resulting in a 10.4% increase in views and a 30% growth in accounts reached
- Boosted total watch time by 25%, improving content retention and engagement (Instagram).
- Increased non-follower reach by 36.5%, enhancing brand visibility and audience growth (Instagram).
- Analyzed social media performance metrics to refine content, leading to a 25% rise in total interactions
- Conducted performance analysis of social media metrics to refine content strategy and improve outreach effectiveness.
- Created and executed an engaging Instagram Reel campaign for the 2025 Mosaic Event, increasing non-follower reach by +117%, total reach by +25%, boosted average watch time by 20% and total watch time by +43.8% (20m 5s to 28m 54s), demonstrating improved audience retention and engagement.

Bienvenue à NDG

Jan.2025 – Mar.2025

Social Media Marketing Associate (Volunteer)

Montréal, QC

- Increased engagement by 25%, generating over 150 interactions through strategic campaigns.
- Designed promotional posters, print materials, and social media posts.
- Created e-newsletters and managed member communications via email campaigns.
- Assisted with website content updates, including photo galleries and event calendars.

La Chocolaterie Trinidad Cocoa

Feb.2024 – Jan.2025

Independent Marketing Consultant

Montréal, QC

- Conducted a comprehensive SWOT analysis of 12+ internal and external factors, leading to strategic recommendations that increased operational efficiency by over 10% and strengthened competitive positioning in key markets.
- Performed an in-depth market study to analyze consumer behavior, market trends, customer segmentation, and purchasing preferences, providing actionable insights for business growth.
- Identified and addressed key business challenges, including low sales performance and operational inefficiencies, by recommending data-driven solutions to enhance overall business performance.

Education

Concordia University

Bachelor of Commerce in Marketing

Jan. 2021 - June. 2024

Montréal, QC

Technical Skills

Social Media Marketing: Instagram / Facebook / TikTok / Content Strategy / Community Engagement / Audience Growth / Social Media Analytics.

Bilingual Content Creation & Design: Canva, Adobe Premier Pro / Insta Reels & Stories / Video Editing, Poster & Print Design

Marketing & Communications: Digital Campaigns / Newsletters / E-communications.

Email Marketing & Automation: Mailchimp / HubSpot Email Marketing / Campaign Optimization.

Languages

French / English / Korean / Spanish (Beginner)