

Helen Yoo

Global Digital Media & Brand Marketing

Los Angeles, CA, United States | [LinkedIn](#)

□ Hi there!

I'm a trilingual storyteller, culture bridge, and growth marketer who loves finding the story behind a brand—and values community-first marketing.

I value long-term partnerships over one-time transactions. You'll probably catch me writing handwritten letters to creators I work with... lol. ☺□

I'm passionate about three things: international education, creator partnerships, and FOOD.

□ International Education & Community

As an international student myself, I understand what it feels like to navigate life, education, and career opportunities away from home. My experiences in higher ed have shaped my passion for building communities where people feel seen and connected.

□ Creator Partnerships & Growth

As both a creator and a marketer working in creator partnerships, I understand both sides of the relationship. I love connecting the right people, finding the story behind a partnership, and turning creative ideas into measurable growth. I thrive in fast-paced environments where I can combine relationship-building, branding, content creation, and a little bit of “let's figure it out” energy.

□ And... FOOD

I'm a devoted foodie who loves uncovering hidden gems, exploring global cuisines, and turning my food adventures into stories. To me, food is a universal language—one that connects people, cultures, and communities.

Let's chat about creator partnerships, community building, creative growth strategies—or, obviously, food. □□□□

EXPERIENCE

E-Commerce Marketing Intern

Feb 2026 — Sep 2026

InBody USA

InBody is a leading body composition brand, and I joined the team during an exciting time as we were expanding our influencer marketing strategy.

One of my favorite parts of this experience was getting to combine strategy with my love for content creation. I created paid social content for InBody that achieved a 6.3 ROAS within just two weeks.

I also launched Creator Sessions, where I connected directly with InBody creators. Because body composition can take a little more understanding than your typical consumer product, I wanted creators to truly understand the product and brand—not just promote it. More importantly, I've always valued building genuine relationships with the people behind the content.

So grateful for everything I learned during this experience and especially for my amazing team—Jay, Jeremy, and Sam! □

Social Media Manager

Jul 2025 — Sep 2026

KoMa Media

Los Angeles, CA

Managed 5+ social media accounts.

The best part? Collaborating with influencers. In particular, recruiting 100+ creators for in-person events in Las Vegas and Florida was one of my favorite experiences.

Although I wasn't able to attend the Florida event, I made it to Vegas — and meeting the creators in person was such a rewarding experience. It was exciting to present global brands in the U.S. and see those partnerships come to life.

Global Growth Hacker

Aug 2024 — Present

AbleJ

United States

I started as a marketing intern last summer, and it was such a rewarding experience that I have continued to be part of the team as a member of the global team. I am extremely grateful for the opportunity to work in a start-up environment, especially as someone who thrives in fast-paced settings. This role has allowed me to gain insight into various aspects of marketing and business development.

One of my favorite moments was when I got to create content from scratch—from brainstorming to filming and editing. This process helped me discover my creative potential and passion for content creation. I also realized I have a knack for sales during conferences, where I confidently introduced our company and made genuine connections with potential business partners. I found that I genuinely enjoy engaging with people and presenting our ideas.

I was persistent in convincing my boss to expand our business to the U.S., and I am excited to share that it is actually happening! We are slowly preparing for this expansion, and being part of this process as a member of the global team has been incredibly fulfilling. This experience has not only broadened my skills but also reinforced my passion for marketing and business development.

Graduate Assistant@ USC Admission Center

Aug 2024 — Aug 2025

University of Southern California

Los Angeles, CA

My passion for higher education began during my undergraduate years at UC Santa Cruz, where I worked as a student assistant in the international department. Although I initially knew little about the admissions world, I quickly became fascinated by the opportunity to learn more. With millions of visitors exploring the vibrant USC campus, our Admissions Center serves as the first point of contact for prospective students and families, offering guidance and information alongside

admissions counselors.

One of my most memorable moments was during Open House, where I witnessed prospective students and their families experience our community's spirit firsthand. I especially cherish my time with our amazing student ambassadors—the ones who effortlessly give tours (yes, those students who walk backward without tripping!). Interacting with them constantly reminds me how much I love working with students and guiding them in the right direction.

I always strive to share my positive energy with them, but more often than not, the energy is mutual—their enthusiasm inspires me in return. This experience has not only reinforced my passion for higher education but also deepened my commitment to supporting student success.

User Growth

DineLocal

Mar 2024 — Sep 2024

Los Angeles County, CA

Proposed and successfully expanded restaurant sourcing to the East Bay area, previously focused solely on Southern California, and sourced 10+ new restaurants.

Collected and compiled essential information about restaurants for inclusion in the app, maintaining accuracy and relevance.

Planned a social media marketing campaign, including content planning and creation, aligning with the app's goals and brand identity.

Global Captain

University of California, Santa Cruz

Jun 2022 — Jan 2025

Santa Cruz, California, United States

-Assisted in the execution of International Student Orientation for over 200 students to help them comfortably transition into the US culture

-Led online and in-person community-building activities such as campus and downtown tours

-Initiated mainstream social media platforms such as Tik-Tok to create educational content with being aware of public guidelines

Content Evaluator

GetVirtual

Mar 2022 — Jun 2022

Santa Cruz, California, United States

-Provided consultations in business development planning to local nonprofit businesses in Santa Cruz suffering from the pandemic

-Maneuvered companies' marketing strategies by collecting data and adjusting their social marketing strategies

-Generated presentations for ongoing projects and brainstormed new creative ideas through weekly team meetings

-Performed tasks such as SEO, Marketing, Content Creation, and Data Tracking

Student Volunteer

Keeum

May 2021 — Jun 2021

San Jose, California, United States

Volunteered to work in pre-school located in San Jose.

Assisted with head teachers to create lesson plans along with taking care of childrens age between 4 to 7.

Preschool Teacher

Reggio elc

Jul 2020 — Feb 2021

Seoul, South Korea

-Delivered creative and interactive activities to an average of 12 students between 4-5 years of age

-Consistently communicated with parents to report a student's behavior, social, and developmental progress, as well as their health conditions, while receiving 98% feedback from parents.

-Enhanced the English language successfully by whole-class passing monthly check-up exam

VIP recipient

Sidex

May 2020 — Jun 2020

South Korea

-Administered doctors from Korea and foreign countries and ensured their engagement in the conference

-Organized VIP room and answered basic questions from the attendees

-Demonstrated English ability to help foreign dentists to translate it into Korean

English Speech Teacher

GL English Library

Jun 2019 — Sep 2019

Gyeonggi, South Korea

-Launched speech classes group, one-on-one sessions, and entered a speech contest

-Tutored 15 elementary students in the English language who are attending International schools worldwide

-Assisted with homework and develop effective study habits to improve children's grades

EDUCATION

University of Southern California

Master of Science in Marketing

Jan 2026 — Present

University of Southern California

Master of Education - MEd in Postsecondary Administration and Student Affairs

Activities and societies: Merit Scholarship Recipientt

May 2024 — Aug 2025

University of California, Santa Cruz

Bachelor's degree in Business Management Economics

Jan 2019 — Jan 2023

Activities and societies: 3 years of Dean's List

Xavier College Preparatory High School

High School Diploma

Jan 2017 — Jan 2019

Activities and societies: Dance team, Daily Announcement

PROJECTS

Get Virtual

Provided consultation to local businesses in Santa Cruz whom suffered from covid-19 pandemic

Maneuvered companies' marketing strategies by collecting data and evaluating marketing conditions

Evaluated market conditions, load data, and adjust their social marketing strategies

Perform tasks such as SEO, Marketing, Content Creation, and Data Tracking

CERTIFICATIONS

Google certified Ads Search, Google Ads (Google Partner)

Google Certified Ads Measurement, Google

SKILLS

On-camera Experience · On-camera Interviewing · Creative Strategy · Presentation Skills · On-camera Talent · Spanish · short form · Localization · International Marketing · Cultural Awareness · Multicultural Marketing · Korean Culture · Affiliate Marketing · Brand Partnerships · User Generated Content · Content Marketing · Audience Development · CapCut · Adobe Premiere Pro · Stata · Connectivity · Creator Economy · Community Outreach · Creative Content Creation · Online Content Creation · Digital Marketing · Social Media Marketing · Influencer Marketing · Social Media Outreach · Recruiting · Public Outreach · Market Research · Campaign Strategies · User Experience (UX) · Google Ads · Event Planning · Canva · 팀빌딩 · Public Speaking · Translation · Early Childhood Education · Data Analysis · Business Analysis · Leadership · Management · Teaching · Dance · Theatre · Korean · Communication