

SU YA MIN

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EDUCATION

Northeast Iowa Community College
A.A.S. Marketing & Digital Media · GPA: 3.8

May 2026

EXPERIENCE

Digital Media Intern

2026 – Present

Northeast Iowa Community College

- Designed 20+ SEO-optimized social media graphics and digital marketing assets per semester, by applying platform-specific best practices, resulting in improved brand consistency across Instagram, Facebook, and campus displays
- Produced animated GIFs and promotional motion videos for digital signage, by leveraging Adobe After Effects and Premiere Pro, resulting in higher event foot traffic and student engagement
- Directed and edited short-form video content spotlighting student life and campus initiatives, by scripting, filming, and post-producing each piece in-house, resulting in a cohesive and shareable content library
- Maintained brand identity standards across all marketing channels, by auditing and updating design templates regularly, resulting in a unified visual language for all campus communications
- Photographed and documented high-profile campus events for Career Services and Student Life, by building an organized digital asset library, resulting in readily available visuals for future marketing campaigns

Digital Design Intern

2025 – Present

Divine Word College

- Conceptualized and executed branded collateral — including brochures, T-shirts, logos, and merchandise — by managing the full creative workflow from concept to print, resulting in 5,000+ professional-quality copies delivered on deadline
- Streamlined the end-to-end production process, by coordinating closely with print vendors and internal stakeholders, resulting in consistent, high-volume output within budget
- Collaborated on videography for marketing campaigns, by assisting in shooting and supporting post-production editing, resulting in polished promotional content aligned with institutional branding
- Applied typography, color theory, and layout principles across all materials, by referencing brand standards and design best practices, resulting in visually cohesive assets that strengthened brand recognition

Customer Service Associate

2023 – Present

Kwik Stop

- Delivered efficient, high-quality service in a fast-paced retail environment, by proactively resolving customer inquiries and managing transactions with accuracy, resulting in positive customer experiences and repeat visits
- Strengthened real-time problem-solving and cross-functional communication skills, by navigating high-volume periods and coordinating with team members, resulting in smooth store operations during peak hours

SKILLS

Design & Creative Tools: Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Canva

Marketing & Strategy: SEO Optimization, Social Media Marketing, Brand Identity, Campaign Strategy, Content Creation

Production: Photography, Videography, Video Editing, Motion Graphics, Print Production, UI/UX Basics

Technical: ATS-Optimized Content, Digital Asset Management, Platform Analytics (Meta, Instagram, TikTok)

LEADERSHIP & ACTIVITIES

Phi Theta Kappa (PTK) Honor Society — Member

2025 – Present

- Inducted into PTK, the largest honor society in American higher education, recognizing academic excellence with a GPA of 3.5 or higher; actively participated in leadership development, scholarship opportunities, and community service initiatives

Emerging Leaders Program — Certified Participant

2025

- Completed a competitive youth leadership program designed to prepare emerging professionals for workforce entry; earned a certified certificate upon completion by engaging in workshops on professional development, teamwork, and career readiness

Student Life Ambassador

2024 – Present

- Represented the college by welcoming prospective students, promoting campus clubs and organizations, and facilitating student activities; actively contributed to building an inclusive campus community through event participation and peer outreach

Campus Event Photographer & Videographer

2024 – Present

- Captured and produced photo and video coverage for college events, student activities, and marketing initiatives; delivered polished visual content used across official college social media, websites, and promotional materials