

# JANICE CHUNG



11107 Orange Drive Whittier, CA 90606  
janicecmusic@gmail.com (818) 644-2421

## PROFESSIONAL EXPERIENCE

### **NAVER Z (ZEPETO)**

*Social Media & Metaverse Platform*  
Los Angeles, CA

#### Content Programming Lead, Product Owner

Jan 2021 - Present

- Lead the roadmap, production, and operations of in-app social content for 400M+ global users
- Direct the US Content team to launch 3D fashion, animations, and events driving 38%+ DAU
- Partner with Product Design to oversee the weekly rollout of Home screen assets
- Defined and scaled the global XFN content design request process for graphic and motion

### **TIKTOK**

*Social Media Platform*  
Culver City, CA

#### User Engagement Strategy, Product Operations

Sep 2019 - Aug 2020

- Launched TikTok's first US Social Listening team to turn user insights into product strategy
- Rebranded the Help Center with Product and UX teams to improve the support experience
- Built and scaled the creator and brand verification process across AU and EU markets

#### Content Management, Ecosystem

Sep 2018 - Sep 2019

- Created the Algorithm Playbook, education, and reporting flow to resolve recommendation issues
- Collaborated with engineers to improve the "For You" feed, increasing content diversity by 133%+
- Led TikTok's first Creator tutorial campaign from concept to production with external agency

### **TEN ADVERTISING**

*Ad Agency*  
Los Angeles, CA

#### Social and Digital Media Specialist

Jul 2017 - Jul 2018

- Developed the 12-month digital, social, and media planning strategy for Kia America (auto)
- Directed the social strategy for integrated marketing events, product launches, and activations
- Planned and localized ad display, rich media, and paid social (Kia Stinger Super Bowl 2018)

### **POLARIS ENTERTAINMENT**

*Music Label*  
Seoul, South Korea

#### Talent Development - Marketing, Contract

May 2017 - Jul 2017

- Directed talent auditions, production, and content creation for K-Pop girl group LOONA
- Translated and subtitled creative assets for Social/PR (YouTube, fan engagement accounts)
- Executed artist campaigns, partnership strategies, and fan events, reaching 1.5M+ audiences

### **CJ AMERICA**

*CPG*  
Los Angeles, CA

#### Business Planning and Marketing, Lead Intern

May 2016 - Dec 2016

- Developed website branding for Asia's leading global CPG food & entertainment corp
- Designed and launched first corporate B2C e-mail campaign, supporting brand growth

### **DREAMWORKS STUDIOS**

*AwesomenessTV*  
Los Angeles, CA

#### Music Programming Assistant

Jun 2015 - Dec 2015

- Streamlined the project management, media tracking, and programming of ATV channels
- Crafted editorial and copy for digital & online video (e.g. *5SOS*, *Star Wars VII*, *Rebecca Black*)

## EDUCATION

### **USC**

Los Angeles, CA

#### M.S. Integrated Design, Business and Technology

Jimmy Iovine and Andre Young Academy



### **PEPPERDINE UNIVERSITY**

Malibu, CA

#### B.A. Integrated Marketing Communication

Emphasis: Advertising \*Digital Strategy, UX Research



## SKILLS / SOFTWARE

### **DESIGN/TECHNICAL**

Front End Programming (HTML/CSS)  
Figma (UX/UI), Adobe Photoshop

### **PROJECT MANAGEMENT**

Product Manager Certification™ (Product School)  
Asana, ClickUp, Salesforce

### **DATA ANALYTICS**

Amplitude, Talkwalker  
Adv. Excel, Spreadsheet Modeling