

# SU BIN PARK

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## EDUCATION

**University of South Carolina Honors College**

**Columbia, SC**

Bachelor of Science

May 2024

**Major:** Hospitality Management | **Minor:** Business Administration

**GPA:** 3.76/4.00 | **SAT:** 760(M), 700(R)

**Languages:** Native English | Limited working Korean

**Awards:** Academic Scholar – Superlative Award Recipient (\$86,00+) | HRSM Travel Scholarship Recipient (\$1,000)

## PROFESSIONAL EXPERIENCE

**Yovant**

**Columbia, SC**

*Student Consultant*

November 2021 – Present

- Understand the company's internal operations and current state staffing process
- Design a staffing model in Excel that improves on its efficiency, ease of use, and automatability relative to the current model

**BrandVerge**

**Remote**

*Marketing Intern*

October 2021 – Present

- Use advanced interpersonal skills to strengthen client relations by increasing social media engagement by 20%
- Design and develop new web pages, social media content, and marketing campaigns to showcase work by the company and keep current and potential clients engaged

**Bretton Woods Recreation Center**

**Germantown, MD**

*Food and Beverage Supervisory Intern*

May 2021 – August 2021

- Performed daily revenue and inventory reports to promote competitive growth
- Assisted in supervising all three food and beverage outlets: The Clubroom, Snack Bar and Banquet Catering Team
- Participated in managerial staff meetings, and board meetings to discuss club events, trends, and overall well-being of the club

**Brigade Events**

**Dallas, TX**

*Event Planning Intern and Mentee*

December 2019 – June 2020

- Internship with exclusive event planning company for President George W. Bush
- Analyzed my knowledge in the field of Event Planning by conducting independent research, professional interviews, acquiring a professional mentor, and hands-on experience with working events
- Planned a Cherry Blossom Gala for 500+ people to expand planning experience and industry knowledge

## LEADERSHIP EXPERIENCE

**HRTM Student Advisory Board**

**Columbia, SC**

*Appointed Member*

September 2021 – Present

- Nominated as one of ten students in the School of HRTM to work with faculty and fellow board members to better develop the curriculum and engagement of the university
- Develop and tabulate results from a Senior Exit Survey at the end of each semester to identify missing courses and content students find necessary for their future careers

**Gamecock Consulting Club**

**Columbia, SC**

*Director of Marketing*

December 2021 – Present

- Redesigned and regularly update the organization's website to increase overall brand presence
- Create custom graphics for social media outlets to attract potential students of the club

**Alpha Kappa Psi Professional Fraternity**

**Columbia, SC**

*Service Committee*

March 2021 – Present

- Facilitate service projects with local organizations and oversee 3,000 hours per semester of service by members
- Enhance professional skills through a variety of development activities including skills workshops, mock interviews, and networking events to prepare for the future as a principled business leader

**Kappa Kappa Gamma, Epsilon Kappa**

**Columbia, SC**

*House Chairman*

November 2020 – December 2021

- Oversaw the Design and Greek Village Relations committee, ensured the house rules and regulations regarding the maintenance and use of the chapter facility are carried out, and fostered a sense of community, safety, and sisterhood for all members so that the chapter can grow as a whole
- Maintained positive relationships among the House Director and House Board to provide the best experience to all members of the chapter

**UPCOMING:** EY Case Competition (Columbia, SC), Masters Tournament (Augusta, GA), The Players Club (TPC Sawgrass)

**INTERESTS:** Reading (social sciences), powerlifting, baking, painting (landscapes), traveling, DE&I