

JUNE MYUNG-JU HAN, MBA
1199 Whitney Ave. Apt 402, Hamden, CT 06517
Home: (203) 773-1509 • Cell:(203) 668-4134
www.geocities.com/junehan_2000

QUALIFICATIONS AND EXPERTISE

MBA in International Business specializing in Information Technology with special expertise as follows:

- Market Research
- Sales and Marketing
- Business Partnerships
- Print Advertising in Mortgage Banking Finance
- Special Events and Presentations
- Web Development
- Database Management
- Asian Culture and Languages (see below)
- Computer, Web, and Information Systems (see below)

PROFESSIONAL EXPERIENCE

Marketing/Conference Manager

Zackin Publications (mortgage Banking Professional Magazine), Waterbury, CT
September 2001- Present

Marketing Manager

- Create and implement marketing and sales strategic plans
- Create advertising, PR and promotional materials for both readers and advertisers
- Conducting readership surveys, analyzing, and making marketing pieces out of them
- Maintaining company master database - keep Telemagic files clean with advertising status, analysis of filters, etc.
- Make marketing purchasing decisions
- Create marketing schedule for coming year, coordinate with sales reps and production on house ads and promotions.
- Create marketing promotional pieces such as fax, postcard, and email Marketing
- Organize and coordinate all event functions – conferences, trade shows and other sales and marketing related events

Conference Manager

- Overall Conference Management: In-house (4 Annual conferences) as well as national and regional (43 participating conferences)
- Plan and implement Zackin Publications' annual conference, forum, and seminar's time management - schedules and deadlines
- Preparation of all conference marketing materials – such as, brochures, e-mails, house ads, web content, and mailings, etc.
- Making sure that conference sponsors and exhibitors' requirements and needs are met
- Working with the venue hotel and expo companies to making sure that all of the on-site aspects of the conference run smoothly and efficiently
- Preparation of all conference marketing materials – such as, brochures, e-mails, house ads, web content, etc.

Research Analyst/Marketing Coordinator
Nyconn Data Systems, Inc, Wallingford, CT
June 1998–September 2001

- Oversee, coordinate, and prepare company profiles and competition analysis for Sales Department.
- Analyze, coordinate, and implement marketing programs to increase sales/sales volume opportunities.
- Organize and develop regional conferences and company event functions.
- Manage logistics for product seminars, advertising, newsletters and marketing plans.
- Coordinate and execute mass mailings/e-mailings targeting specific company profiles or vertical markets.

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- Created, develop, and maintain Nyconn's Intranet/Internet home page.
- Enhance and maintain master database.
- Manage business partner relationship programs with IBM, MAPICS, Avnet, Manhattan Associates, Lotus, and Third Party Vendors.

Marketing Manager Trainee
 Seton Identification Products, Branford, CT
 January 1997-June 1997

- Analyzed data and developed retention plans from direct mailings.
- Developed marketing plans and strategies.
- Oversaw, coordinated, and prepared company profiles

Import Manager
 Il-Young, Inc., Cheju, South Korea
 March 1991-April 1995

- Oversaw, coordinated, and prepared company strategic plans.
- Negotiated the price with vendors
- Market research

EDUCATION

University of New Haven, West Haven, CT

- MBA, International Business, 1996
- Completed Research Projects in "Cultural Influences on Study Habits and Motivation," "Business Attitudes in the New China," and "Market Share Research in Northern Asia for US Small Appliances"

Assumption University, Bangkok, Thailand

- BA, Business English and Hotel Management, 1992

COMPUTER SKILLS

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|---------------------|--|
| Enterprise Software | ERP (Enterprise Resource Planning), eBusiness, eCommerce, CRM (Customer Relationship Management), SCM (Supply Chain Management), SFA (Sales Force Automation) and Logistics Software |
| Word Processing | Adobe Programs (Illustrators, Photoshop, PageMaker and PDF), MS Word, MS Powerpoint, MS Access, MS Publisher |
| Web Development | Create Company's Intranet and Internet using HTML, DreamWeaver and Frontpage 2000 |
| Contact Database | Use Goldmine, MS Access, MS Excel and AS/400 |
| Group Calendar | Lotus Notes |

LANGUAGE SKILLS

Fluent in Korean and English
 Conversational Thai
 Basic reading/speaking in Japanese and Chinese