

HEJU CHIN

DESIGN / BRAND MANAGEMENT / MARKETING

+1 310 340 3940 

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www.hejuchin.com 

13175 Fountain park dr A129, 90094 CA 

SUMMARY

Fashion industry expert with over 15 years of experience in various fields including design, styling, graphics, and public relations. I specialize in brand management and creating unique, innovative designs that reflect the latest trends while staying true to the client's vision. Having recently completed a certificate in Marketing and Marketing with Concentration in Digital Marketing, I would like to contribute to the company with my creative work and the ability to increase the company's value in the marketing area. I am a very active and achiever person. One of my 'funfact' is that I started wake surfing as a hobby, and as a result of continuing to work hard, I ended up placing 3rd in the Masters section of the World Championships in US. I think this is one thing to show how hard I work to achieve something. I'm looking forward to working with you!

EDUCATION

University of the Arts London / Central Saint Martins

Bachelor Degree in Fashion Design Menswear
2007-2010
London, UK

CERTIFICATIONS

University of California, Los Angeles / UCLA Extension

Marketing / Marketing with Concentration in
Digital Marketing
2023-2024
Los Angeles, US

- Marketing Principles and Practices
- Brand Management
- Digital Marketing
- Integrated Marketing Communications
- Consumer Market Research
- Strategic Marketing
- Salesforce CRM Essentials
- Marketing with Google Ads
- Social Media Marketing
- Personal Branding and Becoming an Influencer

SKILLS

- Strong organizational and time-management skills
- Exceptional communication and interpersonal skills
- Ability to work independently and as part of a team
- Detail-oriented and able to handle multiple tasks simultaneously
- Adobe Creative Suite - Graphic / Photoshoot
- Microsoft
- Fashion Design / Fashion Trend Analysis / Styling / Color management
- E-commerce / Content / Digital Marketing

PROFESSIONAL EXPERIENCE

Stylelist /Graphic designer /Concept director

Freelancer | 2010 - present

- Store display and style concept
- Content and product graphic design
- Directing brand season concepts
- Advertisements, and magazine pictorial concepts and styling

Founder as CEO, Creative Director

DtoH LLC. | 2015 - 2023

- Managed brand and Brand direction presentation
- Managing and supervising everything from brand product design to production, sales, publicity, e-commercial and marketing with social media
- Corporate Budget Management

Creative Director

RRACE - wholesale womenswear | 2019 - 2021

- Managed overall design, pictorial and concept direction and styling
- Managed E-commercial (Website management, social media marketing)
- Overall direction for overseas orders and trade shows through B2B

PR Manager

Dec international fashion PR company | 2013 - 2015

- Brand promotion, hosting promotional events
- Press releases
- Influencer management, sponsorship
- Viral contents

Fashion Designer Jr

LF corp | 2010 - 2013

- Creating sketches
- Design works / Trend analysis / Managing trend color concept
- Sourcing fabrics and materials
- Supporting production

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TO WHOM IT MAY CONCERN,

'This idea isn't really a coincidence. It's been around for a long time, but only then did we discover it. The idea seems disguised as a coincidence to those sensitive enough to notice it. Ideas already exist in each person's experience and memory, in each person's thoughts and imagination. All you have to do is find an idea. The idea is like depositing in the bank what each person has saved within the scope of his or her thoughts.'

This story is my father sent me when I started studying design in university. I have developed my studies and career based on this story. I think that a lot of experience is very important for the creative profession I do. I think that not only work experience but also experiences from the environment in which I have lived are also important. I think that, combined with my work experience and academic experience, has made me who I am today. I was born and raised in South Korea, but my father's job allowed me to have many overseas experiences from a young age. Based on that, I majored in menswear in England, a country famous for fashion design, and began my career with internships at world-famous house design companies such as Burberry, Tom Ford, and John Galliano. After that, I thought that in order to launch my brand, which was my goal, I needed to learn more about not only design but also company management, so I boldly quit my stable job and took a new job at a PR company. There, I was able to learn things about PR and marketing while working. And I was able to make many connections. I also built my career as a freelancer by working as an advertising or magazine stylist, which I have been doing since I was a student. I finally started a small brand business, and based on that experience, I was able to oversee all major tasks, including design, brand management, concept direction, production, marketing, and content work. While running my own business, I was scouted by a famous wholesale company in Korea, which gave me exposure to wholesale work as a creative director. I worked not only in the domestic market, but also in overseas exports, and participated in trade shows held in Paris, New York, and Las Vegas, and was able to experience trade work and achieve results.

I like challenges. My experiences so far have ultimately developed me to challenge and achieve. And I'm preparing for another big challenge. Based on my experience so far, I came to the United States for further development. I would like to develop my career in the American market based on my experience at companies and running my own business. I hope that I will be given the opportunity to demonstrate my abilities to good results here as well. I want to have the opportunity to have valuable time where the company and I can grow together.

SINCERELY,



HEJU CHIN