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Daehyun Han

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# EDUCATION

## Bachelor of Commerce Marketing

York University • Toronto, ON • April 2025

* I learned the following classes relevant to my current technical and soft skills: Applied Marketing Management, Customer Relationship Management using Salesforce, and Market Strategy/Research to assess, develop, and create data-based solutions.

# INVOLVEMENT

## Marketing Coordinator (B2C)

**York University • AIESEC York University** **September 2024 - Present**

* My current responsibilities involve conducting tabling and lead generation to attract global talent and volunteer consumers and using editing software to create creative content for promoting exchange.

## Co-President and Chief Financial Officer

**York University • Hallyu Dongari** **May 2023 - December 2023**

* I spearheaded financial restructuring initiatives that reduced operating costs by 20% while managing more than 80% of administrative paperwork and interactions between the student club and external organizations from within the university.

# CERTIFICATIONS

## Digital Marketing and E-commerce (Google Career Certificate)

**Coursera** **June - October 2024**

* I learned popular tools and platforms like Canva, Hootsuite, HubSpot, Mailchimp, Google Ads, and Google Analytics. I developed at least two digital marketing and e-commerce strategies while conducting an analysis involving marketing analytics.

# EXPERIENCE

## Face to Face Fundraiser & On-Site Trainer

### Venture X • Etobicoke, ON June 2024 - August 2024

* I researched new teaching methods regarding sales and fundraising in preparation for an initial assessment report regarding what can be improved to better advertise the charities and the sales pitch, resulting in a 42% increase in successful donations.

## Telephone Survey Operator

### Institute for Social Research • Toronto, ON September 2021 - April 2022

* I successfully persuaded over 500 respondents who were unsure about taking the surveys while keeping track of the respondents’ answers and comments.

## Marketing, Accounting & Sales Student Apprenticeship

### Junior Achievement Of The Waterloo Region Inc. • Waterloo, ON November 2016 - June 2017

* I worked with developers, advertisers, and production managers to market products in the beauty industry. The result was that the team I was leading had a 150% increase in sales, from 400 units sold in Q4 of 2016 to 1000 units sold in Q2 of 2017.

# SKILLS

Microsoft Office - Advanced Level, QuickBooks - Intermediate Level, Google Workspace - Advanced Level.

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