

**UNSEOK CHO**  
**(Marketing PhD student)**

**Mobile Phone: 585-727-8558**

**Email: unseokcho@gmail.com**

---

**EDUCATION**

<b>RADY SCHOOL OF MANAGEMENT, University of California San Diego – La Jolla, CA</b> <b>Master of Business Administration Candidate</b> Luddy Fellowship recipient	<b>2016</b>
<b>SIMON GRADUATE SCHOOL OF BUSINESS, University of Rochester - Rochester, NY</b> <b>Master of Science in Business Administration – Concentration in Marketing</b> Merit Scholarship recipient	<b>2013</b>
<b>COLLEGE OF BUSINESS ADMINISTRATION, Seoul National University, Seoul, Republic of Korea</b> <b>Bachelor of Business Administration</b> <b>Cum Laude Graduate; Superior Academic Performance Scholarships (2005-2008)</b> <b>Superior Academic Performance Scholarship for Freshmen (Mar. 2004)</b>	<b>2009</b>
<b>COLUMBIA UNIVERSITY, New York, NY</b> <b>Certificate - American Language Program (ALP)</b>	<b>2007</b>
<b>STANFORD UNIVERSITY (with VIA)</b> <b>Certificate - American Language &amp; Culture (ALC) Program</b>	<b>2007</b>

---

**EXPERIENCE**

<b>OLEV Technologies(OnLine Electric Vehicle), Boston, MA</b> <b>Internship</b> <ul style="list-style-type: none"><li>● Reviewed patents regarding KAIST OLEV technology.</li><li>● Performed search in order to find grant and business opportunities from various sources.</li><li>● Built marketing database</li><li>● Coordinated communication between KAIST and OLEV Technologies.</li></ul>	<b>September 2013 – June 2014</b>
<b>Dongwon OLEV(OnLine Electric Vehicle), Seoul, Republic of Korea</b> <b>Internship, Business Planning Team</b> <ul style="list-style-type: none"><li>● Translated press releases from Korean into English.</li><li>● Examined documents regarding business contract with Australian company.</li></ul>	<b>May 2012 - June 2012</b>
<b>The ONE (a professional law corporation), Seoul, Republic of Korea</b> <b>Internship</b> <ul style="list-style-type: none"><li>● Reviewed legal documents regarding a certain case(financial institution-related case).</li><li>● Conducted research on the common law system.</li></ul>	<b>Apr. 2012 – May 2012</b>
<b>Republic of Korea Air Force (ROKAF), Seoul, Republic of Korea</b> <b>Enlisted Interpreter (Korean / English)</b> <i>After completing basic military training, was assigned to the ROK-US Combined Forces Command.</i> <ul style="list-style-type: none"><li>● Facilitated communication between ROK and US forces; provided administrative support for the ROK.</li><li>● Coordinated and managed the Central Military Chapel as a ROK-US CFC Christianity representative.</li></ul>	<b>2009 - 2011</b>

- **Awarded Certificate** for exemplary soldier, ROK-US Combined Forces Command (October 2010)
- **Awarded certificate** for excellent support during Mobilization Training, ROK-US CFC (June 2010)

**Shriners Hospitals for Children Northern California, Sacramento, CA**

**Internship, Hospital Administration Team**

**Jan. 2008**

- Monitored all departments of the hospital to analyze its operational workflow and managerial issues.
- Identified operational issues and recommended possible solutions.

**SK Telecom, Seoul, Republic of Korea**

**Internship, SK Research Institute for SUPEX Management**

**Jan. 2007 – Feb. 2007**

- Conducted research on developing a pool of talented individuals in online community.
- Identified needs of talented individuals and examined critical success factors of similar online communities.
- Developed an online community initiative report with potential contents to be included.

---

**SKILLS, INTERESTS & ACTIVITIES**

- **Languages : English, Korean**
- **Computer skills : High proficiency with MS Word, Excel, PowerPoint; Familiar with SPSS, STATA, R studio**
- **Certificate of Craftsman Information Processing**, Human Resources Development Service of Korea (Aug. 2005)
- **Onnuri Church San Diego Homeless Mission Team (Sep. 2015 – Present)**
  - Team leader since September 2015;
  - Delivered food and necessary items to homeless people in downtown San Diego once per month.
- **Changshin Presbyterian Church Basketball Club (Dec. 2006 ~ July 2007)**
  - Founded the basketball club; managed club events and administration.
- **8th Career Advancement Planning Program, Seoul National University (Sept. 2005 – Nov. 2005)**
  - Provided voluntary services for handicapped people; attended tango dance and other lectures.
  - Selected as a Best Male Dresser at the Closing Party in 2005.