



▪ Field Major in Advertising

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| Educational background

○ Bachelor of the Department of Esthetics, the College of Humanities, Seoul National University

○ Master of Advertising, the University of Tennessee

○ Doctor of Advertising, University of Missouri-Columbia

| Major careers

○ Dean of the Foreign Cooperation, Hallym University

○ Director of the Korean Association for Advertising and Public Relations

○ Editor of the Journal of Practical Research in Advertising and Public Relations

○ Copywriter of Hancomm, Advertising agency, Employee of the PR department of SK Telecom