

JAMES J. HONG



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Education

James Madison University: Harrisonburg, VA
BA: Media Arts & Design - Corporate Communication
Modern Foreign Language minor - French
Recipient of the H.L. Harris Scholarship (2011)

August 2014

Skills

Adobe Creative Suite	Photoshop, InDesign, Dreamweaver, Illustrator
Website Development/Management	HTML, CSS, CMS, website design, content
Written Communications	Newsletters, employee profiles, ad copy, press releases
Research & Analysis	Industry updates, Google Analytics, board reporting, vendors
Media Relations	Media training, outreach, monitoring, messaging strategy
Conference Planning	Marketing and print, on-site logistics, AV relationships, registration
Social Media	Facebook, Twitter, LinkedIn, Hootsuite

Beginner Intermediate Proficient

Experience

MERSCORP Holdings, Inc., Reston, VA
Corporate Communications Specialist I June 2014 - Present

- Managed the Corporate Website Upgrade Project and served as the department representative for other corporate projects, including the development of the eApplication, rollout of a new membership category and implementation of web-based solutions
- Work closely with senior management, public relations and lobbying firms, and members of other departments to brainstorm and create resources to facilitate strategic communication campaigns
- Design and create materials for corporate webinars and events (build Cvent registration sites, produce e-mail announcements and signage, manage shipment and on-site logistics)
- Webmaster for the two corporate websites (public-facing and members-only) and editor of the monthly Member newsletter, *MERS® Tips & Hints*
- Member of the Core Team for the annual User Conference and the Holiday Party Committee
- Corporate Communications Intern (June 2012-June 2014)

Office of Public Affairs, James Madison University
Public Affairs Assistant I August 2011 - December 2013

- Drafted and distributed press releases and feature stories focusing on campus organizations and student/faculty achievements
- Monitored social media platforms using Meltwater Buzz and Hootsuite
- Updated content on James Madison University's home page and official social media accounts (Facebook, Twitter, Instagram, Flickr)
- Served on various strategic communications teams for University-related projects and events focused on increasing student and community engagement
- Assisted the Public Affairs team at special events sponsored by the University, including events for Orientation Week, Homecoming Week and President Alger's inauguration
- Maintained relationships with local media
- Acted as liaison between the student interns and the Public Affairs staff

- Other relevant positions:**
- Director, Public Relations (Alpha Kappa Psi, professional business fraternity)
 - Madipalooza Logo Designer (James Madison University, student festival)
 - Fortifier Events Promotional Assistant (Fortifier Events, mud run coordinator)