

Ella Han

✉ ellahan@2332@gmail.com |  linkedin.com/in/kyeongwon-han |  ellahan-portfolio.com |  Huntington Beach, CA

SUMMARY

Marketing-focused student with experience in content creation, website updates, and brand messaging, supported by market research and performance analysis across digital channels. Collaborative and detail-oriented, with experience supporting sales and marketing operations through research and customer communication.

EXPERIENCE

Digital Marketing Intern

Feb 2023 – Feb 2024

Elago

Carlsbad, CA

- Supported marketing content creation and optimization by analyzing sales performance data to identify underperforming offerings, collaborating with the content team to develop targeted promotional videos, and tracking post-launch performance to inform future campaign adjustments.
- Conducted upfront market and audience research, synthesizing data-driven insights into structured content and documentation to support early stage product messaging, branding alignment, and go-to-market planning.
- Collaborated cross-functionally to support sales and marketing operations, including preparing written updates, organizing documentation, and assisting with presentations, case studies, and internal communication materials.

PROJECTS

Bookman - Local Bookstore Rebranding

- Conducted market and audience research to inform brand repositioning, developing clear brand messaging and positioning aligned with customer needs and local market context.
- Developed a creative brief and content framework to guide marketing content creation, ensuring consistent messaging and storytelling across web, social, and promotional materials.
- Supported branding and promotional asset development by creating reusable brand assets and documentation, enabling consistent execution across digital, physical, and customer-facing marketing channels.

TKTC - Children's Theater Website UX Redesign

- Improved website content structure and messaging by reorganizing information hierarchy and clarifying key narratives, supporting clearer and more consistent communication across web pages.
- Conducted competitive and content analysis to review usability and messaging patterns, identifying gaps in content clarity, navigation, and presentation to inform website updates.
- Supported consistent web content and messaging execution across different visual states (light and dark modes), ensuring readability, clarity, and alignment with overall brand communication.

U Welcome - Cultural Transition Support App UX

- Conducted upfront market and audience research on cultural transition challenges, defining target user segments and key needs to inform service positioning and messaging direction for a digital product concept.
- Conducted audience validation and segmentation through direct user interviews, identifying onboarding and navigation needs to support customer communication and content priorities across different user scenarios.
- Synthesized research insights into structured user flows and wireframes to support early stage content organization, accessibility considerations, and customer experience planning.

SKILLS & TOOLS

- **Marketing:** content creation, website updates, brand messaging, customer-facing digital communication.
- **Research:** Market and audience research, competitive analysis, sales and performance analysis.
- **Collaboration:** Cross-functional collaboration, CRM and sales support, presentations and documentation.

EDUCATION

Orange Coast College

Associate Degree in UX Design

Aug 2024 – Dec 2026

(Expected)

Kyungpook National University

Bachelor of Business Administration

Mar 2018 – Feb 2023