

AHRAHM JOO

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EXPERIENCES

Social Media manager, Irvine Woori Church, Tustin, CA

Jan 2022 to present

- Created engaging Instagram stories for church's college/young adults ministry, resulting around 15% increase in engagement and followers.
- Implemented a content calendar to ensure consistent posting of Instagram stories, resulting around 20% increase in views and reach.
- Collaborated with ministry leaders to gather testimonies and photos for Instagram stories, resulting around 10% increase in conversions and attendance at events.

Broadcast Intern, 22 West Media, Long Beach, CA

Feb 2023 to May 2023

- Created a draft and recorded PSAs and news stories about the campus, surrounding areas and globally as well. This resulted around 10% more listeners.
- Produced newscasts about campus life and issues around the community.
- Assisted with hosting events sponsored by 22 West Media and its affiliates.

Reporter, Daily Forty-Niner, Long Beach, CA

Jan 2023 to May 2023

- Written and published articles about campus life and news as well as writing global and local news that resulted around 25% more readership.
- Conducted research and interviewed key people for news stories.
- Created a pitch for news stories for the benefit of the campus community.

SKILLS

Skills:

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| • AP Style writing | • Adobe Photoshop | • Adobe InDesign |
| • SEO | • Adobe Illustrator | • Copywriting |
| • Photojournalism | • Social media management | • Canva |

EDUCATION

Bachelor of Arts, Public Relations

California State University, Long Beach

Graduated: May 2023

Related coursework:

- **Data Detectives:**
 - Conducted open data research and utilized data analysis tools to uncover trends and patterns in data related to news and public interest. Interpreted complex data sets and presented findings in a clear and compelling manner to the audiences.
 - Designed and executed original surveys to collect data from target audiences, analyzed results and used insights to inform news reporting.
- **Advanced Photojournalism:** Further developed skills to take photos to tell a story and learned more advanced techniques to take photos that are worth for journalistic purpose.