

ZSA-ZSA JUNG



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Current Masters student in management at Nova SBE, Lisbon. An Honors graduate at the University of Amsterdam in Communication Science, with a minor in Entrepreneurship. While working in the creative industry, I learned that good ideas only come when using imagination and originality, which I proved to be. My holistic knowledge on marketing and communication strategies help me understand how to tackle problems precisely by working together with people and looking at the issue from a different angle.

EDUCATION

Master in Management | Lisbon

Nova SBE | January 2022–July 2023

- Area of Expertise: Marketing | Electives: Product Design, Marketing in Asia, Programming
- Master Thesis 'Paradox of becoming a hype beast: Sustainability vs. Streetwear within the realm of Nike'.

BSc Communication Science (Honors Graduate) | Amsterdam

University of Amsterdam | September, 2018–July 2021

- BA Thesis: "A Standing Ovation - The Impact of Moderate Sponsor-Event Congruence on Consumer Responses in the context of Music Festivals"
- Minor in Entrepreneurship: Foundation of own start-up "The Yang Club"

Course de Civilisation de Française | Paris

Sorbonne Université | January, 2018–July 2018

PROFESSIONAL EXPERIENCE

Kasa Gekkō | Lisbon

Event organisation | May 2022 - Present

- Co-Founded an event business in Lisbon to organize multiple live events being lead in design, artist management, and whole production process
- Planned variety of cultural experiences, concerts, parties and video shoots in Portugal, Germany and the Netherlands

PR & Creative Intern | Amsterdam

Ambassadors | January - July 2021

- Creation of creative briefs, PR campaigns, external communication concepts for portfolio companies such as Adidas or Prada
- Content planning and creation: copywriting of campaigns, ads, and social media, assistance with creative direction tasks (e.g. creative suit) and production
- Conducted market research on diversity and gender equality within creative industry resulting in the development of a diversity

Marketing & Design working student | Frankfurt

Hi Leather | June - December 2019

- Marketing and External Communication Department, management of social media & design of the website
- Marketing & Research, external communication with clients in India

Marketing & Production Intern | Frankfurt

Seed Digital Vision | September-December 2017

- Assistance with production tasks, talent management, location scouting, post-production editing, management of key artists/influencers, and set design
- Development of internal and external campaigns for portfolio accounts like Motorola and L&M

Event Planning & Film Intern | Rust

Europa Park Rust/ Mack Media | January 2015

- Content planning and creation for internal and external events, blogs, and social media accounts
- Assistance on event planning and production tasks including management of timeline, artists and account teams

EXTRACURRICULAR ACTIVITIES

Founder & CDO | Amsterdam

The Yang Club | 2020

- Curation of mental well-being content resulting in a total sales revenue of €5.000 within three months
- Lead in Design, executed marketing campaigns; strategized concepts to promote company's mission

DJ | Lisbon

Musical performer | 2021 - Present

- Performed live at company events for Lufthansa. and key night clubs in Portugal and Germany like Ministerium, Musicbox, Kubo or AMP

SKILLS

Languages EDP

German (Native), English (Bilingual), French (Advanced)
Adobe Creative Suite Skills (Advanced), MS Office(Advanced), Python (Intermediate),
WIX/Website Design (Intermediate), Final Cut Pro (Intermediate), Ableton (Beginner)