



Kunwoo Yoo

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Profile

Extremely motivated to constantly develop skills and grow professionally. Track record of successful design & execution of communication and investment initiatives with global mentality and experience

Professional Skills

- Communication, PR, & brand enhancement
- Strategic decision making
- Complexity management
- Collaborative leadership
- Talent pipeline development
- Investment alignment

Work Experience

The Boeing Company

2010-Current

International Portfolio Manager, University Relations

Lead management and strategy implementation of enterprise investment for overseas universities
Tactically position and align university funds with country-specific business objectives
Develop and implement data-driven methodology to optimize portfolio and funding distribution

Communications Specialist, Boeing Korea

Support development/integration of communications plan to expand Boeing's presence in Korea
Support PR efforts for sales campaigns including procurement programs for 36 Apaches, 4 Tankers
Represent company as media spokesperson

American Chamber of Commerce in Korea

2005-2010

PR & Government Affairs Supervisor

- Coordination of member company regulatory and policy related interaction with government
- Communication support for national-level initiatives including Us-Korea FTA, Korea-US Visa Waiver Program, and Korea's US Foreign military sales status upgrade

Education

- Michigan State University
B.A., Advertising, 2004
- Northwestern University
M.S., Communication, 2017