

# Soyoung Wang

soyoung1007@korea.ac.kr

+82 10 7244 7664

[UID: 12559043]

## Education

M.A. in Korea University, September 2020 – Present

Major: Media & Communication

B.A. in Korea University, March 2015 – August 2020

Major: Political Science and International Relations | Double Major: Media & Communication

## Research Interests

Entertainment Industry, Intellectual property of contents, Future mobility, Digital technology, OTT platforms

## Conference Presentations

Wang, S., Hwang, S., & Kim, S. (2020, August). People's response to deepfake videos of K-pop idols. Presented at the Conference for the first half of 2020 of the Korean Association for Information Society, Seoul.

Wang, S., Lee, H., Park, J., & Kim, S. (2021, February). Factors influencing Internet search volume of OTT services in Korea. Presented at the winter conference 2021 of the Korean Institute of Communications and Information Sciences, Yongpyong.

## Professional Experience

YOUNIV, Seoul, Korea: 2020 July – August Internships

*Project Manager (Intern), Online Business Planning Department*

- Planned a new business model for MCN and led launch of a new YouTube channel. Seek for new target consumers of our BM.
- Managed ‘on-offline lecture project’ by using education creator's IP.
- Took full control of writing IR information among team members, investors, and possible partners to share key objectives of the company.

## Skills

Languages

Korean (native), English (proficient), Chinese (basic)