

Hojung Rhee

Creative Consultant
/ Media Scholar

CONTACT

Phone: +1-551-313-2935
Email: rheehojung@gmail.com

Location: Jersey City, NJ
Portfolio: www.koreanempress.com

PROFESSIONAL
EXPERIENCE

Sales & Marketing Coordinator | May 2025 – Present

Citizen Music | New York, NY

- Engineered a complete CRM system revamp, directly contributing to a 10% rise in client response rates.
- Designed and implemented client engagement events.
- Responsible for the design and creation of all client presentations, effectively communicating creative concepts for music supervision and original music.

Creative Consultant | August 2025 – Present

Freelance | New York, NY

- Guided entertainment professionals and creative talent in developing impactful portfolio decks and self-promotional materials to elevate industry presence and unlock new opportunities.
- Created bespoke branding strategies for both individual artists and entertainment companies, driving consistent messaging and visual identity across platforms.
- Facilitated discovery consultations and branding sessions tailored for actors, musicians, and creative teams to craft unique personal and corporate brand.

Creative Director | January 2019 – Present

Freelance | Seoul, South Korea / New York, NY

- Led branded content campaigns for artists (e.g., MRSHLL), aligning creative execution with brand identity and audience engagement.
- Negotiated client deliverables, balancing artistic integrity with commercial objectives. Produced and directed 3 music videos, achieving 50k+ collective views.
- Currently consulting for brands on creative direction, contributing to concept ideation, fashion guidance, and the development of visually compelling decks that align with brand identity and market trends.

EDUCATION

Parsons School of Design | New York, NY

M.A. in Media Studies

Boston University | Boston, MA

B.S. in Communications

PUBLICATIONS

Kaltblut Magazine | Editorial
"Sentiments"

Boys of Seoul | Photo Book
"Boys of Seoul"

INSTAX x MRSHLL | Editorial / Music Video
"show me what U got"

Oxford Encyclopedia of Gender
"metamorphosis"