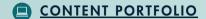
L (407) 579-9855

■ alex.k.koo@gmail.com

♀ orlando, fl



LINKEDIN PROFILE

FULL RESUME

CORE COMPETENCIES

Gen Z Fluency · Digital Native

Mental Health Advocacy • Humor

Self-Awareness · Storytelling

Purpose-Driven · Leadership

Team Collaboration • Day 1 Mentality

Data-Driven • Creative Risk-Taking

Adaptability • Ultralearning

MARKETING PROFICIENCIES

Research Design

Brand Strategy

UI / UX Writing

Microcopy

Mobile Optimization

CRO

User Research

ADA Compliance

Content Creation & Management

Shortform Copywriting

KEY SKILLS

Editing

Copy Editing

Proofreading

Creative Writing

Publishing

Leadership

Team Development

Style Guide Development

Versatile, innovative wordsmith and empathetic copywriter, I've dedicated 8+ years crafting content that builds bridges. With risk-taking intuition, I blend strategic storytelling, precise wordcraft, playful wit, and inclusive sensitivity.

With a background in mental health education and audience research, I specialize in crafting high-impact content that inspires and earns the attention, trust, and loyalty of diverse audiences—especially Gen Z. ***

EXPERIENCE

DIGITAL CONSULTANT and BRAND STRATEGIST

PRESENT

2020

AGORA MEDIA www.agoramedia.dev

- Crafting scroll-stopping copy and creatives for start-ups across 5 industries
- Led engaging marketing campaigns for Bread & Co. Bakery for Gen. Z Asian-Americans, leading to a 250% increase in visits
- Engineered provocative copy and goal-driven strategies for Mahjong Media, growing their email list from 1K to 18K email subscribers
- Authored relatable content on topics like mental health and technology for FutureMD.org's Gen Z audience; utilized memes for audience engagement



EXECUTIVE EDITOR and MARKETING DIRECTOR

2018 **PRESENT**

ACCELERATEBOOKS LLC www.acceleratebooks.com

- Founded, boot-strapped from \$0 to \$100K, directed all business areas including audience research, marketing (paid, search, social, email, affiliate, & PR), copywriting, graphic design & animation, typesetting, hiring / interviewing, product concepting, content editing, web design & development, and customer support
- Specialized in witty copywriting geared toward (typically somber) Christian pastors, resulting in 3000 total paid subscriptions, 1000 lifetime memberships.
- Wrote all company documents including Brand Style Guides, Editorial Style Guide, Standard Operating Procedures, Contractor Policies, and Internal & External Knowledge Bases
- Managed & motivated a team including writers, editors, proofreader, typesetter, designer, community manager, social media manager, & web developers
- Edited and published eight to ten 15-page book summaries every month, reviewing tone consistency and moderating controversial topics

TOOLS & SOFTWARE







Figma















COLLEGE ESSAY ADVISOR

FREELANCE

2018 **PRESENT**

 Coached students to hone their authentic voices & construct effective essays that creatively connected their experiences; gave strategic feedback to improve or clarity and flow; edited for grammar, tone, and alignment

















CONTENT PORTFOLIO



A LINKEDIN PROFILE



FULL RESUME

EDUCATION & COURSES

B.S. IN PSYCHOLOGY

University of Florida (2011-2015)

Relevant Coursework

- Editing and Coaching (JOU3202)
- Social Psychology (SOP3004)
- Principles of Marketing (MAR2023)
- Diverse Voices (PUR3211)
- Developmental Psych. (DEP3053)
- Digital Storyboarding (DIG2430)
- Creative Nonfiction (CRW4211)
- Audience Analytics (MMC3420)
- Web Apps for Communicators (JOU3363)

Relevant Outside Coursework

SAK'S Comedy & Improv Class

Orlando, FL (July 2018)

- Audience Connection
 - Learned to connect with audiences, think quickly, and incorporate various topics
- Versatility and Wit
 - Used the "yes, and..." technique to think on the spot, adapt to any scenario, & recover from failure
- Dialogue Creation
 - Crafted engaging, humorous dialogue scenarios; experimented and iterated based on audience feedback

AREAS OF PERSONAL RESEARCH

OCD / OCPD

ADHD

Anxiety

Depression

Drug / Alcohol Abuse

Self-Esteem / Bullying

Spirituality

PTSD / Trauma / Faith-Related Abuse

Mindfulness / Breathwork

Burnout / Self-Care

A.I. / Tech

Pop Culture

Theater

Video Game Psychology

EXPERIENCE (continued)

DIRECT OF STUDENT OUTREACH

SHIFT at UCF

2016 **— 2017**

- Independently raised \$60K in fundraising for student initiatives by casting vision to donors via networking, cold calling, prospecting, and door-to-door engagement
- Forged partnerships with 25 churches; collaborated and secure sponsorships
- Immersed in campus culture daily to connect authentically with Gen Z students
- Grew the group from 3 to 30 students in 1 semester, earning their attention & trust through storytelling, empathy, humor, and unexpected methods (memes)
- Engaged issues including depression, anxiety, and suicide in 1-on-1 conversations
- Trained on proper protocols and referring out to professionals when needed
- Mentored student leaders, emphasizing critical thinking, mental health awareness, and management skills
- Diffused tense debates by encouraging dialogue, mutual understanding, compassion, open-mindedness, and the importance of diverse perspectives



CONFERENCE SPEAKER and DIRECTOR

VARIOUS

2013 _ 2016

- Conference Speaker "Culture's Impact on Identity: Why It Matters"
- Jacksonville Chinese Church Retreat (2016)
 - Explored the intersection of culture and personal identity
 - Presented to 80+ attendees on navigating cultural identity in middle school
- Seminar Speaker "Cultural Awareness: How Culture Frames Our Thoughts"
 - CenterPoint Church B.A.S.I.C. Retreat (2016)
 - Led interactive seminar for 100+ students on building cultural empathy
 - Brought attention to and challenged implicit biases and worldviews
- Conference Speaker —"Technology, Minds and Hearts"
 - o KayFlower Conference (2015) & Lake Yale Church Conference (2015)
 - Engaged 400+ attendees across 2 events, exploring technology's impact on spiritual, emotional, mental and physical health
- Youth Conference Director
 - Florida Chinese Conference (2014) & Living Stone Church Youth Camp (2013)
 - Organized conference speaker, logistics, and programming for 300+ youth
 - Trained 30+ college camp counselors on best practices for effective, inclusive discussions

RELEVANT PROJECTS

Shining A Light On Modern Day Slavery Liaison between churches and International Justice Mission; rallied 30+ students to paint a 1120-ft wall to raise awareness on injustice; featured on the news; ignited community conversation.

Hi! Is your name Jen? Haven't read my letter? Read it here (for free!)