

CURRICULUM VITAE

Sungyeon Valerie Ryoo

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EDUCATIONAL BACKGROUND

M.S. in University of Houston

Jan 2023 – Dec 2024

Major: Conrad N. Hilton College of Global Hospitality Leadership

GPA: 4.0 / 4.0

B.S. in Yonsei University (Seoul, Republic of Korea)

Mar 2018 - Feb 2023

Major: French / Foreign Affairs & Trade

GPA: 4.12 / 4.3

RESEARCH EXPERIENCE

Conference Proceedings

- **Ryoo, S., Yunna, P., Shin, M., Back, K-J.** (2025, May). A Key to Enhancing ESG Engagement in the Hotel Context: The Role of Narrative Transportation. *2025 Global ESG Conference*, Phuket, Thailand. **1st place award in Graduate Students ESG Research Proposal Competition.**
- **Ryoo, S., Yunna, P., Shin, M., Back, K-J.** (2025, Jan). The power of storytelling: Enhancing ESG engagement through narrative messages in social media. *The 30th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX.
- **Ryoo, S., Shin, M., Back, K-J.** (2024, May). Increasing ESG engagement of Gen Z, Millennials: Motivation to create user-generated content on social media. *2024 Global ESG Conference*, Jeju, South Korea. **2nd place award in Graduate Students ESG Research Proposal Competition.**
- **Ryoo, S., Shin, M., Back, K-J.** (2024, Jan). Enhancing luxury perception of the restaurant: Utilizing plate shape and perceived food healthiness. *The 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Miami, Florida.
- **Ryoo, S., Shin, M., Back, K-J.** (2023, May). ESG Marketing strategy for the food industry: Utilizing food portion size. *2023 Global ESG Conference*, Seoul, South Korea.

PROFESSIONAL EXPERIENCE

University of Houston, Conrad N. Hilton College of Global Hospitality Leadership Graduate Office Jan 2025 – Aug 2025

Social media marketing coordinator

- Conduct market studies to enhance the recruiting strategies
- Develop social media marketing strategies and contents for the graduate programs
- Assist graduate program managers

Consulate General of the Republic of Korea in Houston

Jul 2024 – Dec 2024

Social media marketing manager

- Social media trend monitoring and content planning
- Instagram, Youtube content development and creation
- Social media platform management (managing social media profiles)

Hilton Hotel University of Houston

Student worker

Nov 2023 - April 2024

- Housekeeping
- Customer service management

Lucky India

Jul 2022 - Aug 2022

Restaurant clerk, waitress

- Order management
- Food and beverage preparation

EC21r&c Inc.

Jul 2021 - Dec 2021

Overseas Marketing team - Research Assistant

- Data Research: Conducted research on foreign food market trends, including online shopping mall market share, popular products, and sales
- Interview Analysis: Analyzed and translated interviews with local food importers and distributors
- Benchmarking Analysis: Analyzed successful benchmarking products to identify consumer demand and characteristics by product and country

- Competitiveness Reports: Wrote over 50 reports on food product competitiveness, published by the Korean Agro-Fisheries & Trade Corporation
- Received favorable evaluations and an additional contract request after the internship ended. Served as a part-time on-site researcher for the U.S. food market in 2023

Café Mignon

Dec 2020 - Jul 2021

Café clerk, waitress

- Order management
- Food and beverage preparation

Shinsegae International Co., Ltd.

Dec 2019 - Feb 2020

Global Marketing team – Research Assistant

- Market Research: Conducted research on overseas fashion marketing trends
- Brand Promotion: Developed and implemented strategic brand promotion initiatives
- Translation: Translated trend analysis articles for fashion magazines
- Case Analysis: Analyzed successful marketing cases for insights and best practices

SERVICE / TEACHING EXPERIENCE

University of Houston Korean Student Association

Jan 2024 – July 2024

Marketing Director

- Social media content development and creation
- Social media platform management (managing social media profiles)

2024 Global ESG Conference

May 2024

Master of Ceremonies (MC) / Moderator

- Opening and closing of the conference
- Introducing speakers
- Announcements and logistics

Teacher / Advisor

- Provided career education and study guidance for middle and high school students

Yonsei University - Yeon-In Project

Sep 2018 - Dec 2018

Teacher / Advisor

- Provided after-school study guidance and foreign language classes for elementary and middle school students

Seoul Foundation for Arts and Culture

Aug 2018 - Oct 2018

Foreign Artist Management team

- Tour guide & interpreter for foreign artists

SCHOLARSHIPS / AWARDS

Scholarships	Issuer	Date
Presidential Fellowship	University of Houston	2025 - 2027
Graduate Tuition Fellowship	University of Houston	2025 - 2027
2 nd Hilton College Collegiate ESG Idea Innovation Challenge and Research Proposal Competition Travel Scholarship	University of Houston	Summer 2025
Dean's Scholarship for Academic Excellence	University of Houston	Spring 2024
Competitive scholarship	University of Houston	Spring 2024 Fall 2023 Spring 2023
1 st Hilton College Collegiate ESG Idea Innovation Challenge and Research Proposal Competition Travel Scholarship	University of Houston	Summer 2024
Cullen Fellowship Travel Grant (2024 FIU Graduate Conference)	University of Houston	Fall 2023
Academic Excellence Scholarship	Yonsei University	Sep 2022
Yeon-In Project Activity Support Scholarship	Yonsei University	Sep 2018

Awards	Issuer	Date
Graduate Students ESG Research Proposal Competition – 1 st place	2025 Global ESG Conference	May 2025
Alumni Association Award for Academic Excellence	University of Houston Hilton College Alumni Association	Dec 2024
Graduate Students ESG Research Proposal Competition – 2 nd place	2024 Global ESG Conference	May 2024
Highest Honors	Yonsei University	Sep 2022