

**COMPANY
PROFILE**



WHO WE ARE

CCI is a talent solution company focusing on Creative talent and businesses. We help Creative businesses to find the best-fitting Creative talents, retain the recruits, and encourage them to continuously achieve outstanding performance.

CCI will foster an advanced Creative Ecosystem based on accumulated experience on Creative talent and business.



HOW WE ARE DIFFERENT



- 1 Focused on creative talents.
- 2 Pioneer and unique in the market.
- 3 Expert group with real work experience in the creative field.
- 4 Experienced in creative talent recruitment from the global market.
- 5 Consistently engaged in social responsibility for creative industry.



WHAT WE DO

Service details

- 1 Creative Team Establishment Consulting
- 2 Creative Team Revamping Consulting
- 3 Creative Talent Search
- 4 Creative Top Talent Agent Service
- 5 CCI Academy & Mentoring

Creative Team Establishment Consulting

CCI provides optimal solutions for Creative team establishment process, ranging from structure design to recruitment of the staff.

Establishment of a Creative team requires experience and expertise that are distinguished from establishment of a more typical standard team. We provide an all-inclusive service including: design for team size and structure that match the team's roles and functions; plan for recruit positions and actual recruitment process; scheme for work flow and team culture cultivation process that can maximize team achievement; and development programs.



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Creative Team Revamping Consulting

CCI diagnoses Creative teams within an enterprise and provides various solutions to reinforce the teams to be more powerful and innovative. It is extremely difficult for a Creative team to maintain a competitive edge. In a Creative team with a lack of efficiency in its structure, work process and role and responsibility, even the greatest talent cannot be expected to realize their full potential. CCI diagnoses teams using a reliable assessment tool optimized for Creative talents, formulates revamping strategy based on the diagnosis, and then fully implements the strategies through restructuring, additional hiring, and training programs



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Creative Talent Search : Headhunting

CCI focuses on Creative Talents: we stand at the intersection where enterprises and Creative talents meet, and we provide an optimal solutions for their path-finding process. Creative talents within an organization require distinguished capabilities from those required of an independent freelancer. And every enterprise has its own specific expectation on Creative roles. We help enterprises in their recruitment process with a thorough understanding of the staffing needs, and ensure that the best recruitment decisions are implemented. CCI never forgoes stringent and discerning standards for recruitment, to guarantee the greatest possible performance of the enterprise.

**THE FIRST & THE ONLY
'Creative Focus'
Headhunting Service
in Korea**

Consultants with actual work experience in creative field.

Total creative talent solutions.

CCI pays attention not only to hiring candidates, but also to solving issues before and after the stage of hiring.

"Why Creative Career Institute?"

Our service focusing only on Creative Talent & Business.

Aiming global market (experience with global creative talent)

Capable of Portfolio evaluation.



Top Creative Talent Agent Service

Achieving Business Performance

Business needs on creative project

Advances in Creative projects are made within a limited time period and require excellent professionals in various fields.

Searching freelancer Setting up project team

CCI identifies top talent from various fields of expertise, and proposes structures in which these professionals could collaboratively work together. CCI's abundant experience in creative talent and business and thorough understanding of the specific job enables our clients to have powerful professional project team.

Ensuring by CCI Agent Service

CCI provides management services to act as an agent representing freelancers, to manage difficulties that enterprises face in working with individual freelancers, and to be able to handle these issues at an enterprise-to-enterprise level.

CCI help companies to achieve business performance, and agencies to operate profitable projects through effective utilization of creative professionals outside the organization.

Top Creative Talent Agent Service



**CREATIVE
FREELANCER**



CLIENT

Brokerage service Administration service

-
- Project sourcing
 - Freelancer promotion
 - Work scope and schedule arrangement
 - Fee negotiation
 - Intellectual property right advice
 - Invoicing & collection

Agent service Master Vendor Service

-
- Freelancer list-up and recommendation
 - Fee / schedule / scope negotiation
 - Advice and replacement
 - Freelancer recruitment
 - Outsourced professional team set-up
 - Services as master vendor

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CCI Academy

CCI develops and offers training programs that fit the characteristics of a particular Creative team, to help the team evolve to be more powerful and influential.

Creative Team Building

To lead creative team's successful project execution, tactful team-building process is essential. CCI's team-building workshops can be designed and implemented based on the client's requests and we will foster motivated and enthusiastic teams with strong results.

Creative Leadership

Leadership and performance of a team are strongly correlated. Competencies asked for creative leaders are distinct from the general leaders' capabilities. CCI implements training programs that are fitting for the size and character of a specific Creative team, and promotes development of Creative leaders that can maximize synergy and efficiency in team members.

Coaching & Mentoring

Solutions for factors that aggravate conflicts or hinder development are often individualized, delicate approaches, and coaching programs can be a such a solution breakthrough. CCI provides Coaching programs to help building strong teams by enhancing individual's problemsolving capability and by dealing effectively with conflicts, and Mentoring programs to inspire creative staff from diverse creative fields.

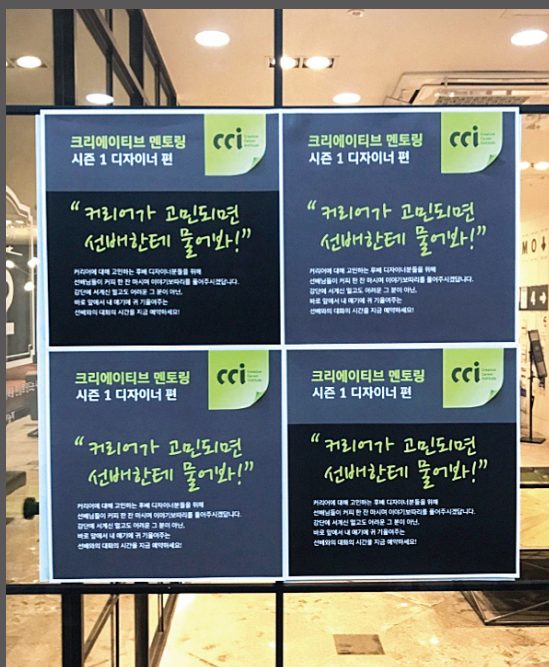
Career Development

CCI also run career development programs including job fair creative career seminar for students and professionals. We always make efforts to help creative talents to develop themselves in knowledge and skills, and find better and best-fit career opportunities.

Case 1.

Creative Career Mentoring

To continuously inspire Creative talents within in-house design team, agency and studio, CCI can offer Creative mentoring programs based upon client's needs. By regularly offering insights from external expert pool, we help Creative teams and talents maintain a higher standard and creative edge.



Case 2. Job & Career Seminar

To help design school students searching for creative jobs, CCI run job & career seminar and reviews local creative job market & career path.



LEADERSHIP PROFILE



Kelly Hong

Managing Director

kelly@creativecareer.kr

2016-	Present Managing Director / Creative Career Institute
2002-2016	Executive HR Director, HR & Operations / Interbrand Korea
2001-2002	General Mills Korea, HR Manager
1997-2001	Human Resources Team / Samsung corp.
1997	B.A. English Language & Literature, Ewha Womans University
2013-2014	Mentor, C-level mentoring program for Korea University MBA
2014	Completion of coaching training for Korea Training Coaching Center
2011	Evaluation committee / graphic design graduation class at Hongik University
2010	Evaluation committee / graduation exhibition at SADI

LEADERSHIP PROFILE



Young Park

Managing Director

young@creativecareer.kr

2016-	Present Managing Director / Creative Career Institute
2010-2016	Director / Senior Career Consultant / Careercare Inc. Seoul & USA
2001-2006	Manager / Project Coordinator & Merchandiser / INNODESIGN Korea
1999-2001	Design researcher / Hanssem Co. Ltd.
2000	Representative of Hanssem for 2003 Design Trend TFT of the Federation of the Korean Industries
2007	M.A. Design Studies, Central Saint Martins College of Art and Design (UK)
1999	B.A. Industrial Design, Seoul National University
2016	Final Interviewer for Seoul Design Foundation
2016	Evaluation committee / graduation exhibition at Kaywon University of Art and Design
2014	Judge / Odyssey of the Mind in Northern Virginia, US
2011	Evaluation committee / Korean Design Membership for Daegu Kyungbook Design Center
2009	Guide book development for job applicants for Kaywon University of Art and Design

and many other experiences as lecturer, interviewer and mentor.

PORTFOLIO



Creative Team Consulting

- Restructuring Design Team for group retail company
- Creative Director placement strategy for food company
- Major brand agency Creative organization operation
- Entertainment company Design Director and team set-up strategy

Academy & Mentoring

- Creative Mentoring (2016-2017)
- Designer job and career seminar (2017.7)
- Trend seminar of Group Retail company (2017.09)
- Inspiration Seminars (2016, 2017)

Creative Talent Position Placement (senior or above)

Design Leader Level

- Creative Director for major retail company
- Managing Director for interior design consultancy
- Creative Director for Finance company
- Design team head positions for major finance company
- Design team head positions for fashion retail company
- Design team head positions for major insurance company
- Design team head positions for securities company
- Design team head positions for global brand consulting firm and many others..

Senior Designer

- Graphic design positions for major finance company
- Interior design positions for major retail company
- Product designers for fashion retail company
- Package designers for health food manufacturer
- Package designer for food manufacturing company
- Interior designers for cosmetic brand company
- Fashion designers for fashion retail company
- Visual merchandiser for drugstore brand company
- Graphic designers for home appliance company
- Digital design(UI/UX) senior designers for brand consulting firm
- Package engineer for cosmetic brand company

CLIENT



THANK YOU



6FL. i-CASTLE BLDG. 706 NONHYEON-RO
GANGNAM-GU SEOUL 06052 KOREA
Tel. 82 2 515 3095
E-mail. assist@creativecareer.kr
www.creativecareer.kr