

Woojin Cho
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Curriculum Vitae

Personal Information	7 th Mar 1989	Born in Gimje, Republic of Korea
Education	2008-2011	Wonkwang Health Science University, Iksan, Korea Associate of Physical Therapy
Career	9/'16-2/'17	Marketing Team Intern Incruit Inc., Seoul, Korea
Language	Korean English	Native Speaker B2
IT Skills	MS Photoshop Illustrator	Mediocre Mediocre Mediocre
Certification	*Certified Physiotherapist *Certified in Extracorporeal Shock Wave Therapy Applications *Certified Personalized Cosmetics Formulator	
Objective	I am running a beauty brand with a focus on building a sustainable fan base through personal branding, rather than seeking quick results. Since the business is in its early stages with limited revenue, I need a stable income source. Although I have 12 years of physical therapy experience that could provide immediate stability, my passion for learning and personal growth drives me to explore new opportunities beyond my comfort zone.	

Summary / Personal Statement

A dynamic healthcare professional with over 12 years of experience, successfully transitioning into entrepreneurship with a focus on innovative beauty solutions. Combines extensive medical expertise with business acumen and creative problem-solving skills.

Professional Highlights:

- Physical Therapist with demonstrated clinical excellence at a prestigious Seoul hospital (2011-2023), specializing in patient care and rehabilitation
- Full member of Korean Sports & Art Rehab Association, contributing to rehabilitation protocols
- Accomplished Vocalist, Singer-Songwriter, and Composer, bringing creative perspective to professional endeavors
- Former Specialist at Donier Korea (March-October 2023), providing shock wave therapy consultation to 50+ medical institutions
- Founded a beauty brand in September 2024, developing and launching an enzyme-based travel cleanser with about \$10,000 government funding

Technical Expertise:

- Certified in Extracorporeal Shock Wave Therapy Applications
- Certified Personalized Cosmetics Formulator (Official certification from the Korea Chamber of Commerce and Industry (KCCI) for custom cosmetics formulation and safety management)

Digital Competencies:

- E-commerce and CRM platforms
- Music production and composition software
- Product development and project management tools