Jisung Yoon · Yunju Company

Korean ↔ English translation, copywriting and spreadsheet work. File-based, written communication, fast turnaround.

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About

I'm Jisung Yoon, a native Korean speaker based in Gwangju, South Korea, working under the trade name Yunju Company. I studied English Language & Literature at Chosun University.

I work entirely by file and message: you send the brief and files, I send back finished work plus a short note on anything I changed or need you to confirm. I'm newer to freelance platforms, so the samples below show exactly how I work. **Every sample on this page is a spec sample, written for this portfolio, not client work.** Brands, people and data in them are fictional.

Services

EN→KO translation & localization
Websites, apps, product pages, subtitles, documents. Natural Korean, consistent terminology.

Korean proofreading (KO→KO)
Spelling, spacing, grammar, tone and "does this sound Korean?" checks on existing translations.

Korean transcreation: lyrics & marketing
Song lyrics adapted to be singable in Korean; slogans and ad copy rewritten for Korean audiences.

SEO copywriting (English)
Product descriptions, blog posts, category pages, meta titles and descriptions.

Cold email copy
Short 3-email sequences with subject lines, personalization slots and follow-ups.

Excel / Google Sheets
Cleanup, deduplication, formulas, dropdowns, summary tabs and simple dashboards.

PDF → Word / Excel
Rebuild PDFs and scans as editable Word documents or structured spreadsheets, checked line by line.

Spec sample - written for portfolio, not client work

1. SEO product description (English)

Fictional product: Northvale 20 oz insulated tumbler · Primary keyword: *insulated tumbler with lid* · Secondary: *leakproof travel mug*, *keeps coffee hot* · Store: Shopify

META TITLE (58 CHARACTERS)

Northvale 20 oz Insulated Tumbler with Lid | Leakproof Mug

META DESCRIPTION (152 CHARACTERS)

Keep coffee hot for 6 hours and iced drinks cold for 18. The Northvale 20 oz insulated tumbler has a leakproof lid that fits car cup holders. Free shipping.

PRODUCT TITLE

Northvale 20 oz Insulated Tumbler with Lid: Leakproof, Double-Wall Stainless Steel

DESCRIPTION

Your morning coffee shouldn't be lukewarm by your first meeting. The Northvale 20 oz insulated tumbler uses double-wall vacuum stainless steel to keep coffee hot for up to 6 hours and iced drinks cold for up to 18, so the last sip tastes like the first.

The push-lock lid closes with one thumb and seals tight, which makes this a leakproof travel mug you can toss in a work bag. The tapered base fits most car cup holders, and the powder-coated finish won't sweat or slip in your hand.

- **Keeps coffee hot for 6 hours**, cold drinks icy for 18
- **Leakproof push-lock lid** with a gasket you can take out and wash
- **Fits car cup holders**: 2.9 in base, 20 oz (590 mL) capacity
- **No sweat, no metallic taste**: 18/8 stainless steel, BPA-free lid
- **Easy to clean**: wide mouth fits ice cubes and a bottle brush

Notes: keyword appears in the title, the first sentence, and one bullet, without stuffing. Specs are placeholders the client would confirm. No claims the product data can't back up.

Spec sample - written for portfolio, not client work

2. SEO blog excerpt (~300 words)

Keyword: *Korean skincare routine for beginners* · Audience: US shoppers new to K-beauty · Goal: lead into a product collection page

H1: A KOREAN SKINCARE ROUTINE FOR BEGINNERS (THAT TAKES 5 MINUTES)

You've probably heard that Korean skincare means ten steps every night. It doesn't. Most people in Korea use three to five products, and a simple **Korean skincare routine for beginners** works better than a crowded shelf you never finish.

The idea behind K-beauty isn't more products. It's gentle, steady care: clean without stripping, add water back, then protect. Here's a routine you can start tonight.

H2: STEP 1 - CLEANSE GENTLY

Use a low-pH gel or foam cleanser. If your face feels tight afterward, the cleanser is too strong. Wearing sunscreen or makeup? Start with an oil cleanser first. This "double cleanse" is the one step most Koreans really do every night.

H2: STEP 2 - TONER (THINK WATER, NOT ALCOHOL)

Korean toners are watery, hydrating liquids, not the stinging astringents you may remember. Pat a little into your skin with your hands while it's still damp.

H2: STEP 3 - SERUM OR ESSENCE

Pick one goal and one product. Dry skin likes hyaluronic acid. Dull skin likes niacinamide. Don't stack five serums in your first month, or you won't know what's working.

H2: STEP 4 - MOISTURIZER

A light gel cream for oily skin, a richer cream for dry skin. This step seals in everything underneath.

H2: STEP 5 - SUNSCREEN (MORNINGS)

If you only add one Korean product, make it sunscreen. Korean SPFs are known for light textures with no white cast, so you'll actually wear them every day.

Start small, stay consistent. Give a new routine four weeks before judging it. Ready to build yours? Shop our beginner K-beauty set.

Notes: 1 H1 + 5 H2s for scannability; keyword in H1, the first 100 words and naturally once more; internal link CTA at the end; no medical claims.

Spec sample - written for portfolio, not client work

3. Landing page: hero + sections

Fictional product: Ledgerly, simple bookkeeping for small online sellers · Goal: free-trial signups

HERO

Know what you actually made this month.

Ledgerly pulls your Shopify, Etsy and Amazon sales into one clean sheet, subtracts fees and shipping, and shows your real profit in minutes, not on a Sunday night.

[Start free for 14 days] No card needed · Cancel anytime

PROBLEM

Three dashboards. Four fee reports. A spreadsheet you stopped updating in March. Most small sellers don't know their real margin until tax season, and by then it's too late to fix pricing.

HOW IT WORKS

1. **Connect your stores**: two clicks per platform.
2. **We sort every order**: sales, fees, refunds and shipping, matched automatically.
3. **See your profit**: by product, by channel, by month.

BENEFITS

- **Real margins per product**: spot the bestseller that's quietly losing money.
- **Tax-ready exports**: one CSV your accountant will thank you for.
- **Built for one-person shops**: no accounting words you have to look up.

FAQ

Do I need accounting experience? No. If you can read a sales report, you can use Ledgerly.
What if I sell on a platform you don't support? Upload a CSV and we'll handle the rest.

FINAL CTA

Stop guessing your profit. [Try Ledgerly free]

Spec sample - written for portfolio, not client work

4. Cold email sequence (3 emails)

Fictional sender: Brightline Studio (product photo editing) · Target: owners of small Shopify skincare brands · Goal: reply, not a hard sell. {{brackets}} = personalization slots.

> **Email 1 (Day 1) · Subject:** quick note on {{product_name}} photos
>
> Hi {{first_name}},
>
> I was looking at {{store_name}} and noticed the {{product_name}} page uses a photo with a grey background, while the rest of your catalog is on white. On mobile it makes that product look like it's from a different store.
>
> We fix exactly this for small skincare brands: consistent backgrounds, color, shadows and sizes across the whole catalog, delivered in 48 hours.
>
> Want me to redo that one image for free so you can see the difference?
>
> {{sender_name}}
> Brightline Studio

> **Email 2 (Day 4) · Subject:** re: quick note on {{product_name}} photos
>
> Hi {{first_name}}, just bumping this in case it got buried.
>
> One number that might be useful: when a catalog's images all match, shoppers compare products faster and bounce less. It's the cheapest store upgrade most brands skip.
>
> Happy to send the free before/after. Just reply "yes".

> **Email 3 (Day 9) · Subject:** should I close this?
>
> Hi {{first_name}},
>
> I haven't heard back, so I'll assume photos aren't a priority right now. Totally fair.
>
> If that changes, reply anytime and I'll do the free sample image first, no strings.
>
> Thanks,
> {{sender_name}}

Notes: each email under 100 words; email 1 opens with a specific observation (one personalized line per lead); one clear, low-effort ask; follow-ups stay in the thread; the "breakup" email gives a polite exit, which often gets the most replies. No invented statistics.

Spec sample - written for portfolio, not client work

5. EN→KO marketing copy (side by side)

Fictional brand: Driftwood Coffee subscription app · Task: localize a launch banner + app-store blurb for Korean users

English source	Korean	Why
Fresh beans. Zero effort.	갓 볶은 원두, 알아서 도착.	"Zero effort" translated literally (노력 제로) sounds odd. "알아서 도착" (arrives on its own) is the natural Korean way to say it.
Your new favorite roast is one tap away.	인생 원두, 탭 한 번이면 찾아요.	"인생 원두" (lit. "life bean") is everyday Korean slang for "your all-time favorite." It sounds native where "새로운 최애 로스트" would sound translated.
Skip, pause, or cancel anytime. No strings attached.	건너뛰기·일시정지·해지 언제든 OK. 위약금 없어요.	Korean shoppers worry about 위약금 (cancellation fees), so "no strings attached" is made specific.
Get 50% off your first bag.	첫 원두 50% 할인	Korean banners drop the verb. Short noun phrases fit the space and read like a real Korean promotion.
Roasted to order and shipped within 48 hours.	주문 후 로스팅, 48시간 내 발송	Same facts, shortened to banner style. "로스팅" is the common term at Korean cafés.
Join 20,000 coffee lovers.	커피 좋아하는 2만 명이 함께해요.	20,000 → 2만 (Korean counts in units of 10,000). Friendly 해요 tone, matching Korean consumer apps.

Tone choice: friendly polite 해요-style throughout, the norm for Korean lifestyle apps; no slang heavier than "인생 원두." Figures stay as in the source; I'd flag them for the client to confirm before launch.

Spec sample - written for portfolio, not client work

6. Song lyric adaptation, EN → KO (singable)

Original English lyrics written by me for this sample ("Neon Rain", fictional song). Goal: Korean lyrics that fit the same melody, with the same feeling, not a word-for-word translation.

Original (EN)	Syll.	Korean adaptation	Syll.
Verse			
City lights are bleeding in the rain	9	빗물에 번진 도시 불빛	9
I keep your number but I never call	9	지우지 못한 네 번호만	9
Every train that leaves here says your name	9	떠나는 기차마다 네 이름	10
I'm still standing where you let me fall	9	난 아직 그 자리에 서 있어	10
Chorus			
So dance with me in the neon rain	9	네온 빗속에 나와 춤춰	9
Just one more night before it fades	8	사라지기 전 딱 하룻밤	9
If love is only borrowed time	8	빌린 시간이 사랑이라면	10
Then I'll stay until the daylight	8	해 뜰 때까지 있을게	8

- **Melody first:** syllable counts stay within ±2 of the original so the lines fit the same notes. The extra syllables land on unstressed pickup notes (난, 빌린).
- **Hook kept:** "neon rain" → "네온 빗속" keeps the image and the loanword 네온, which Korean pop lyrics use naturally.
- **Idiom changed:** "where you let me fall" translated literally (네가 날 넘어지게 한 곳) is clumsy to sing. "I'm still standing in that same spot" keeps the hurt without the awkward phrasing.
- **Singable endings:** long chorus notes end on open, easy sounds (춤춰, 하룻밤, 있을게) instead of hard consonant clusters.
- **Speech level:** casual 반말 (있을게, 서 있어) because the song speaks to a lover. Polite endings would sound distant.

Spec sample - written for portfolio, not client work

7. Spreadsheet cleanup: messy export → clean table + summary

Fictional order export from a small skincare shop. Delivered as an .xlsx with 4 tabs: Before, After (Excel Table), Summary (live formulas), Change log. **Download the file:** sample-spreadsheet-cleanup-before-after.xlsx

BEFORE (RAW EXPORT, EXCERPT)

order date	Customer␣	product	QTY	price	region	status
2026/10/03	kim minji	Barrier Serum 30ml	2	$24.00	seoul	paid
10-03-2026	KIM MINJI	barrier serum 30ML	2	24	Seoul	Paid
Oct 4 2026	␣Lee Jun-ho	Calming Toner	1	18 USD	busan	PAID
2026.10.05	park soyeon	Sun Fluid SPF50	three	$21	Gwangju␣	refunded
2026-10-07	Lee Junho	Sun fluid spf 50	2	$42 total	busan	paid

AFTER (CLEAN EXCEL TABLE)

Order date	Customer	Product	Qty	Unit $	Line total	Region	Status
2026-10-03	Kim Minji	Barrier Serum 30 mL	2	24.00	=D*E → 48.00	Seoul	Paid
2026-10-04	Lee Junho	Calming Toner	1	18.00	18.00	Busan	Paid
2026-10-05	Park Soyeon	Sun Fluid SPF50	3	21.00	63.00	Gwangju	Refunded
2026-10-07	Lee Junho	Sun Fluid SPF50	2	21.00	42.00	Busan	Paid

SUMMARY TAB (COUNTIFS / SUMIFS, UPDATES AUTOMATICALLY)

Product	Paid orders	Paid units	Paid revenue
Barrier Serum 30 mL	2	3	$72.00
Calming Toner	2	5	$90.00
Sun Fluid SPF50	1	2	$42.00
Total	**5**	**10**	**$204.00**

- 6 date formats → real Excel dates; one ambiguous date (06/10) flagged for the client instead of guessed silently

- Names and products standardized; "Lee Jun-ho" and "Lee Junho" merged; exact duplicate row removed and noted
- Text numbers fixed ("three" → 3, "18 USD" → 18); "$42 total" converted to a unit price so totals are formulas
- Status limited to a dropdown; refunded and cancelled rows highlighted; header frozen
- Every change is listed in the Change log tab, so nothing disappears without a record

Marketing Agency Samples

Short excerpts from spec samples made to show the monthly marketing packages. Quillmoor Coffee Co. and "Brand X" are fictional; no brand commissioned or reviewed this work. Full versions available on request.

SPEC SAMPLE

A1 · Social captions (EN) · Quillmoor Coffee Co.

Assumed brief: launch of single-serve drip bags; audience 25–40, works from home; warm, plain tone; no hype, no invented discounts. 10 captions across Instagram, X, LinkedIn. Entry offer: $50.

> **Instagram, launch announcement**
> Pour-over without the pour-over gear.
> Our new Morning Field Drip Bags are here: tear, hang on your mug, add hot water, wait a few minutes. That's the whole ritual.
> Medium roast, with notes of milk chocolate, toasted almond and a little red apple.
> Link in bio to get your first box. ☕
> #QuillmoorCoffee #DripBagCoffee #PourOver #HomeCoffee #CoffeeRitual

SPEC SAMPLE

A2 · SEO blog post (EN), 1,200 words

Target keyword	how to brew drip bag coffee
Meta title (56 chars)	How to Brew Drip Bag Coffee: A Simple Step-by-Step Guide
Meta description (148 chars)	Learn how to brew drip bag coffee at home or at work: water temperature, pouring steps, common mistakes and easy tips for a better single-serve cup.
Structure	H1 → 7 × H2 → H3 steps and tips; slug /blog/how-to-brew-drip-bag-coffee

Opening: "Drip bag coffee sits in a useful middle ground. It tastes much closer to a pour-over than instant coffee does, but it doesn't ask you to own a grinder, a scale or a gooseneck kettle..."

SPEC SAMPLE

A3 · EN→KO product page localization, before / after

Before = a deliberately literal "translationese" version written for comparison (not real machine output). After = rewritten in Korean online-store tone. Entry offer: $50 / 500 words.

Before (literal)	After (localized)	Why
푸어-오버 커피, 푸어-오버 장비 없이.	도구 없이, 컵 하나로 즐기는 핸드드립	Korean shoppers say 핸드드립, not 푸어오버
우유의 스플래시에 맞서기에 충분히 튼튼합니다	우유를 넣어도 커피 맛이 묻히지 않아요	Idiom rewritten as the result the buyer cares about
베스트 비포: 박스의 바닥에 인쇄되어 있습니다	소비기한: 박스 하단 별도 표기	Korean labeling term (소비기한, since 2023)
오늘 … 당신의 카트에 추가하고	오늘 장바구니에 담고, 내일 아침 커피 타임을 기다려 보세요	Standard Korean shop UI term + short CTA

SPEC SAMPLE

A4 · Landing page copy (EN + KO) · Quillmoor Drip Club

Subscription sign-up page. No reviews, ratings, customer counts or invented stats; price left as [PRICE]. Entry offer: $100.

EN hero

Good coffee that shows up before you run out.

Quillmoor Drip Club sends a fresh box of Morning Field Drip Bags to your door every 2 or 4 weeks. Skip, pause or cancel whenever you like.

[Start my Drip Club]

KO hero (현지화)

떨어지기 전에 알아서 오는 커피

퀼무어 드립클럽은 모닝필드 드립백을 2주 또는 4주마다 문 앞까지 보내드려요. 건너뛰기·일시정지·해지는 언제든 자유롭게.

[정기배송 시작하기]

SPEC SAMPLE

A5 · Korea market snapshot · US D2C skincare ("Brand X")

5-page brief: market size, 5 channels (Olive Young, Coupang, Naver, Kakao, Instagram), live Olive Young price benchmarks, regulation, recommendations, 18 cited sources. Every statement tagged Fact / Estimate / Assumption. Brand X is hypothetical. Entry offer: $150.

Excerpt from the summary:

- **[Fact]** Korea's cosmetics industry hit records in 2025: domestic production KRW 17.94 trillion (skincare KRW 10.32 trillion) and exports USD 11.4 billion, while imports were only USD 1.29 billion. (source: MFDS 2025 statistics)
- **[Estimate]** Korea is a crowded skincare market. A foreign brand competes with strong local brands at KRW 15,000–30,000 per toner or serum, so Brand X needs a clear reason to buy, not just "imported".
- **[Estimate]** Best low-risk test: cross-border on Coupang plus Korean content on Instagram/Naver, then a local importer for Olive Young.

Prices in the full report were read from public Olive Young pages on 2026-10-30 and change often.

How I work

1. **Brief:** you send the files, the target audience and any style guide or keywords. I ask questions in writing before I start, not after.
2. **Short first piece:** for bigger jobs I can do a small first part (one product, one song, 100 rows) so you can check the fit.
3. **Delivery:** finished files in your format (Docs, Word, Sheets, Excel, SRT, plain text) plus a short change note listing anything I wasn't sure about.
4. **Revisions:** one round of revisions included.

Typical turnaround

Job	Turnaround
Korean proofreading, up to 1,500 words	Within 24 hours
EN→KO translation, up to 2,000 words	1-2 days
SEO product description or 500-word blog post	Within 24 hours
Song lyric adaptation (1 song)	1-2 days
Cold email sequence (3 emails)	Within 24 hours
Spreadsheet cleanup / PDF conversion (small file)	Within 24 hours

Based in Korea (KST, UTC+9). I usually reply within a few hours, and US evening requests are often ready by your next morning.

Rates (USD)

Monthly marketing packages

	Starter $300 / month	Growth $600 / month	Full $1,000 / month
Core content	8 SEO blog posts *or* 12 social captions	8 SEO blog posts *and* 12 social captions	Everything in Growth
Landing / ad copy	—	1 landing or product page + 5 ad copy sets	Growth + 20 ad copy variants (EN/KO)
Email	—	2 newsletters	2 newsletters + 1 cold email sequence (5)
Korean localization	—	Up to 3,000 words	Up to 5,000 words
Korea market research	—	—	1 research brief per month

Renews monthly, cancel before the next billing date. No guaranteed rankings, traffic or sales.

Entry offers ($50–150) for a first project

Offer	Price	Delivery
Korean localization check, up to 500 words, every change explained	$50	2 business days
10 social captions (EN or KO) for one product/launch	$50	2 business days
1 SEO blog post, 1,200 words + keyword, meta title/description	$80	3 business days
Product page or landing page copy (EN or KO), 1 page	$100	3 business days
3-email welcome or abandoned-cart sequence	$120	3 business days
Korea market snapshot, 5-page brief	$150	4 business days

An entry project is credited toward the first month if a monthly package starts within 14 days.

Single services

Service	Starting at
Korean proofreading / translation review	$5+ per short file
EN→KO translation & localization	from $0.04 / word
SEO copywriting (English)	$20 / 500 words
Korean lyric adaptation	from $15 / song
Cold email sequence (3 emails)	from $25
Excel / Google Sheets cleanup	$15+
PDF → Word / Excel	from $10 per file

Final price depends on length and deadline; I'll confirm a fixed quote before starting. Ongoing or bulk work gets a lower rate.

Contact

Send your files or a short brief to **yjs121256@gmail.com**. I'll reply with a quote and a delivery time.

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