


Gayoun Choi

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Data-driven B2C/B2B marketer with 4.5 years of experience focusing on various online and offline channels

EXPERIENCE

- Aug 2023 – Present
(3 months) **B2B Marketing Specialist, Nestlé Korea, Nespresso (Seoul, Korea)**
Global premium coffee brand from Switzerland, an operating unit of Nestlé
- Execute media campaign for global product launch and evaluate media efficiency
 - Produce digital marketing content based on SEM, SEO performance analysis
 - Analyze CRM and leads data and plan online/offline brand activities
- Nov 2019 – Jun 2023
(3 years 8 months) **Senior Account Executive, KPR & ASSOCIATES (Seoul, Korea)**
Korea's top public relations and digital marketing consulting group
- Media and Performance Analysis**
- Optimized ads for Kakaobank (Korea's top online bank) and POSCO (world's biggest steelmaker) social media campaigns given targets and budget
 - Monitored and analyzed the performance of campaign ads using Excel and data sourced from Meta and Instagram to generate performance reports
- Global Project Management**
- Led local managers and developers to launch online Kia Global VR showroom with 20 models in 30+ countries to enhance brand experience and drive sales
 - Analyzed Kia Global VR showroom customer journey using Adobe/Google Analytics and improved UX/UI, resulting in a 45% average increase in pre-booking rates and a 21% increase in the team's revenue from a new contract with Kia APAC
- Brand Communication and Channel Management**
- Successfully improved POSCO's image through the launch and use of the brand character 'Po Seok Ho' across Instagram, Meta, and YouTube, resulting in a 74% increase in interactions and a 105% increase in followers on Instagram YoY (Received global IPRA and Gold Steve Awards in the social media category)
 - Created over 20 social media content pieces monthly, collaborating with brands to promote Kakaobank's online promotions, resulting in 4.8x Instagram followers YoY
 - Aligned copywriting for Kia's official websites with the brand voice to develop standardized global copy for launching six new across multiple countries
- Mar 2018 – Aug 2018
(6 months) **Marketing and E-commerce Intern, Basic Outfitters (New York, US)**
A Forbes 30 Under 30 e-commerce men's basics brand aiming to modernize drawers
- Supported customer data analysis using Excel and e-commerce website data to better target customers when planning promotional events on e-commerce websites

SKILLS

Languages	Native in Korean, fluent in English and Chinese
Analytic tools	Familiar with Adobe/Google Analytics, R, and Python

EDUCATION

- Mar 2014 – Aug 2019 Bachelor of Business Administration, Dongguk University (Seoul, Korea)
- Merit Based Scholarship recipient in 2015 and 2016 (GPA 3.83/4.5)
- Sep 2016 – Jan 2017 Business and marketing exchange student, Keele University (England, UK)