

# Stefan Kim

South Korea | Male | 25

## EXPERIENCE

- Marketing Analyst Intern at Samsung, Seoul (6 months): Conducted market research, analyzed campaign data, prepared reports for senior managers, collaborated with creative teams, assisted in project planning, monitored KPIs, drafted insights for product launches, coordinated with regional offices for data collection.
- Business Development Intern at Hyundai Motors, Seoul (6 months): Supported strategic planning for product launches, conducted competitor analysis, prepared presentations for management, assisted in sales forecasting, participated in project meetings, tracked KPIs for new market entries.

## EDUCATION

- Bachelor in International Business, Seoul National University, 2022: Courses included International Marketing, Strategy, Finance, Consumer Behavior, Business Analytics.

Completed a capstone project on market entry strategy for electric vehicles in Southeast Asia. Led a 4-member team to develop comprehensive strategic recommendations, presented to faculty and industry mentors.

## SKILLS

Market Research, Excel (advanced data analysis), PowerPoint, Data Analysis, Strategic Planning, Communication, Project Management

## LANGUAGES

English (fluent), Korean (native), French (basic)

## CERTIFICATIONS

Google Analytics, HubSpot, Certificate in Digital Marketing Strategy

## HOBBIES

Traveling to understand international markets, cooking and food photography, reading business and strategy literature, mentoring students in marketing

## REFERENCES

- Minsoo Park, Marketing Manager at Samsung, minsoo.park@samsung.com
- Jihoon Lee, Professor at Seoul National University, jihoon.lee@snu.ac.kr

## ACHIEVEMENTS

- Internship Excellence Award at Samsung 2021
- Recognized for contribution to strategic market analysis