

Lejla Kim

South Korean | Female | 24 years old

Target MSc: E-commerce / Digital Business

EDUCATION BA in Business Administration Yonsei University, Seoul 2020 - 2024

Focus on Management Information Systems (MIS).

PROFESSIONAL EXPERIENCE E-commerce Intern - Coupang, Seoul May 2024 - August 2024

Assisted the "Rocket Delivery" operations team in optimizing warehouse inventory flow.

Conducted UX/UI analysis of the checkout page, identifying friction points that led to a 5% improvement in conversion.

Analyzed competitor pricing and promotions using web scraping tools.

Digital Marketing Assistant - Amorepacific June 2023 - December 2023

Supported the global marketing team in launching a skincare brand on Amazon US.

Managed PPC (Pay-Per-Click) campaigns and keyword optimization.

SKILLS

Technical: SQL, Python (basic), Google Analytics, Excel.

LANGUAGES

Korean (Native), English (Fluent).

PERSONAL INTERESTS Esports, Tech reviews, Urban exploration.