

# 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.