

# Chaeyoon Kim

📍 Namyangju-si, Gyeonggi-do, Republic of Korea    ✉ chyoony114@yonsei.ac.kr    in chaeyoon-kim

## Research Interests

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I am interested in how emerging technologies such as Artificial Intelligence reshape organizational communication and productivity, and in exploring their implications for management strategies.

## Education

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**Yonsei University | Seoul, Republic of Korea**

*Mar 2021 – Aug 2026*

*Bachelor's Degree in Business Administration,  
Concentration in Artificial Intelligence Business*

- GPA: 3.9/4.5 | Dean's List (Spring 2022, Fall 2023)
- Exchange Student at University of British Columbia (Vancouver, Canada) (Jan 2024 - Dec 2024)

**Dongsan Christian High School**

*Mar 2018 – Feb 2021*

**| Ansan-si, Gyeonggi-do, Republic of Korea**

## Work Experience

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**PwC Consulting**

*Seoul, Republic of Korea*

*Research Assistant, Consulting Internal Services*

*Aug 2025 – Sept 2025*

- Conducted research on six emerging topics (e.g., HBM, digital twin) using sources such as Gartner and Statista and developed CEO meeting materials including competitor analyses and new business proposals
- Translated, summarized, and drafted press releases of PwC's industry reports on nine emerging topics including AI in Korean and English
- Supported campus recruiting by preparing presentation materials and assisting with on-site event operations

**Korea Productivity Center**

*Seoul, Republic of Korea*

*HRD Consulting Intern, Public Policy Center*

*Apr 2025 – Jul 2025*

- Saved over 9M KRW by streamlining administrative processes (meal support, attendance tracking) while planning and operating the K-Content Export Marketer Training Program for 110 participants
- Researched public-sector AI services and conducted stakeholder interviews for the National Human Resources Development Institute's AI education framework project
- Drafted proposals for the Ministry of Personnel Management's Public Officials Academy (AI course), contributing to successful project acquisition

**Research Assistant**

*Vancouver, Canada*

*Data + AI Research Group, UBC Sauder School of Business*

*Nov 2024 – Jan 2025*

*(Advisor: [Jaecheol Park](#) )*

- Presented key insights on the autonomy paradox (the mixed effects mobile device use and remote work on employees' productivity) using comparative visualizations by conducting a literature review on organizational communication in business settings by analyzing 80+ business journals
- Investigated how Large Language Model (LLM) usage influences journalists' competitive advantage in covering the same event by labeling 300 online articles into 7 categories: interviews, wire service, and press releases using Python

**Yonsei Residential College**

*Incheon, Republic of Korea*

*Residential Assistant, Wonchul House*

*Sep 2022 – Dec 2023*

- Awarded as 'the Best RA of the Semester' twice and received the head RA position offer by coordinating events such as RC Olympics, house parties, and wellness programs (exchange preparation, habit tracking, and reading programs) to improve first-year students' university experiences and publish newsletters about the events
- Supported 500+ first-year students by conducting 3 orientations and 6 sessions, and responding to inquiries to navigate the transition into university life while maintaining safety

## Extra-Curricular Activities

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### **Yonsei Traditional Korean Music Association**

*Seoul, Republic of Korea*

*Finance and PR Manager at a Student Club with 90 Members*

*Mar 2021 – Present*

- Ensured transparent financial operations of the club by managing 2+M KRW annual budget attained through the members' and alumni fees using Excel; spent the budget on purchasing instruments and organizing performances
- Organized 6 performing events, including busking and concerts, and attracted over 400 audience members by leading promotional efforts on Instagram through multiple posts and concert reels

### **AIESEC in UBC**

*Vancouver, Canada*

*Global Volunteering Program Manager*

*Mar 2024 - Dec 2024*

- Promoted to International Relations (IR) Manager, overseeing the local arrangements for one of eight participants in an international exchange program to ensure smooth operations and demonstrating strong crisis management skills
  - Conducted orientations and final seminars for international exchange program participants
- Organized IR meetings with eight countries, including Vietnam and Indonesia, developing a meeting guide that was later used as presentation material at the 2025 Canadian National Conference

### **AIESEC Korea**

*Yongin, Republic of Korea*

*Conference Manager in Corporate Relations Team*

*Apr 2023*

- Contributed to organizing the “2023 Summer National Leadership Development Conference” by closing key partnerships with 4 sponsors, including Yeomyung 808
  - Coordinated on-site activations and promotional activities of the sponsors' products
- Devised a report for the sponsors which evaluates the effectiveness of the sponsorship with the surveys containing questions such as things to improve when using the product by processing 200+ responses
  - Quantified qualitative surveys through prompt engineering using LLMs

### **Yonsei Union of General Student Club**

*Seoul, Republic of Korea*

*Member at Human Rights and Welfare Department*

*Mar 2021 – Dec 2022*

- Sold all 300+ tickets in 3 days by organizing exhibitions and performances in collaboration with 8 art clubs such as comics/calligraphy/traditional music clubs of Yonsei and Korea universities after organizing the events
  - Secured venue, facilitated club exchanges, designed tickets, and managed staff activities
- Increased 200 Instagram followers by planning the promotional material design and supervising the contents

## Skills

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**Languages:** Korean (Native), English (Proficient, TOEFL 99 (Mar 2023)), Mandarin (Basic)

**Computer Skills:** Proficient in Microsoft Office (Word, Excel, PowerPoint)