

Daniel Seo

1730 Omie Way, Lawrenceville, GA 30043 • danielseo98@gmail.com • (501)410-4149

EDUCATION

Emory University, Goizueta Business School

Atlanta, GA

Bachelor of Business Administration, Marketing, Arts Management

May 2020

Cumulative GPA: 3.7/4.0

Relevant courses: Marketing Management, Product & Brand Management, Pricing Analytics Management

Yonsei University, School of Business

Seoul, South Korea

Foreign Exchange Program

Aug. 2018 – Jan. 2019

Relevant courses: Production & Operation Systems, International Marketing

WORK EXPERIENCE

Kroger, Atlanta Division Office

Atlanta, GA

Leadership Management Intern

May 2019 – Aug. 2019

- Designed and applied an environmentally conscious initiative of reusing and re-purposing out of date floral products as well as new associate training programs that drastically improved perceived front-end friendliness and decreased the need for customers to have to ask for assistance by 40% across 7 weeks
- Served as a liaison between the Atlanta Division Office to multiple individual store units, communicating and coaching company values and needs to floor associates and store management
- Managed and advised a store unit with over 200 associates, aligning the store to the ongoing culture shift throughout the company while also executing an independent project
- Created an article part of a company-wide magazine sent to more than 30,000 current and retired employees within the Atlanta division

Accessory Geeks, Warehouse

City of Industry, CA

Fulfillment Specialist

May 2018 – Aug. 2018

- Picked, restocked, packed, and shipped from over 13,000 accessory items accurately and efficiently
- Reviewed shipments made by the operations team while mentoring new warehouse employees
- Fulfilled shipments through Amazon's FBA system, servicing over 6 different manufacturers/retailers
- Received merchandise and organized the return merchandise authorization (RMA) process

LEADERSHIP & COMMUNITY INVOLVEMENT

Atlanta Contemporary Art Center

Atlanta, GA

Marketing Project Collaborator

Jan. 2020 – Present

- Independently designed and currently organizing an integrated marketing campaign focused on diversity and inclusion to attract under-served segments by creating a creative workshop that encourages social media participation
- Researched, compiled data, and advised the Atlanta Contemporary on what opportunities they have in creating value for future marketing growth and connecting to the local community

Science Art Wonder

Atlanta, GA

Lab Collaborator

Aug. 2017 – May 2018

- Collaborated with an Emory Anthropology laboratory and professor to display and visualize their research by creating and exhibiting an art piece to the local community in Emory University and in the Atlanta Science Festival
- Researched and compiled the papers produced from the lab accompanied with regular meetings with the entire lab team to better understand their research on primates to create a better aligned product

ADDITIONAL INFORMATION

Skills: MS Office, Adobe Photoshop, Qualtrics surveys, Google Ad Search certified, Google Analytics certified