DAWON KO

dawonkouk@gmail.com | [Portfolio]

SUMMARY

A recent graduate with 1.5 year of experience in integrated marketing campaign, data-analysis, and Designing user experience for apps. I enjoy teamwork-focused environment and am interested in all marketing related things that helps good products to engage with more people.

Skills: Integrated Marketing, Product Marketing, Product Development, Service Design, UX design, Data Analytics, SQL, Python, R

EXPERIENCE

Kakao
Jul-Aug 2020

Tech Platform With 50 Million Users (MAU) | Summer Product Marketing
- Developed in-messenger chatbot that helps people to decrease up to 72% time-spending on meeting time and location optimization.
- Executed 10 of in-depth user interviews after designing survey and completed wireframe through Figma based on data analysis.
- Presented to 250 employees about the product's go-to-market strategy; the key features of UX are under IP patent application process.
- Submitted pre-assignment that includes business model using blockchain tech, ranked top 0.005% out of 10,000+ applicants.

Kantar
Jan-Jun 2020

Marketing Research Analyst
- Initiated 9 business researches to yield client's marketing strategies by analysing target age, gender, behavior and brand positioning.
- Consulted the ad effect through quantitative & qualitative method, Burger King's digital ad on YouTube recorded 14 million+ views.
- Gained in-depth view of large data sets through reporting predictive target analytics, and designing the survey.
- Earned 10 points out of 10-scale from client satisfaction survey, which led me to receiving a permanent position offer.

Uber Eats
Aug-Oct 2019

Assistant Operations Manager
- Organised Google Analytics data tracking using excel functions to operate the dashboard I built that shows driver growth trend.
- Encouraged 200 driver reactivations through sending in-app push notifications and text after sorting driver data on SQL.
- Managed Uber Eats blog by writing contents with SEO keywords and designing banners through Photoshop, made 1,000 orders in an hour.

Ogilvy & Mather
Feb-Jun 2019

Account Executive Intern
- Produced selected influencers list and content story board that yielded 300 thousand likes and 12 million views for Tom Ford Beauty.
- Ideated strategic campaign for MAC, Bobbi Brown, Clinique at duty-free, which led to 30% year-on-year increased revenue growth.
- Wrote a 300-page quarterly paper and delivered research on identifying digital marketing trends to APAC senior executives.

Austria Advantage | Strategy Consulting Intern
Apr-Jun 2018

- Spearheaded strategic consulting for Austrian Startup's foray into local market considering cultural markup factors.
- My research and reports have been further developed and implemented for Austrian Embassy's startup accelerating deployment.

PROJECTS

Himade | Electronics PB brand
Aug 2018

Marketing Campaign
- Considering the parents brand's fame of distribution, focused more on its cost-efficiency for 1-person households.

Subway / FMCG - sandwich
Jul 2018

Marketing Campaign
- Analysing the target insight that goes with product, focused on giving a message through package design and social media.

Online Shopping Mall Order Analysis
Jul 2020

Python
- Analyzed the highest spending consumers and retention by cohort analysis using NumPy and Pandas on Jupyter notebook.
- Figured customized push notification time after analyzing the number of orders by time and the time of the order amounts.

New York Taxi Demand Forecast
Jun 2020

Python
- Forecasted demand by linear model and machine learning after sorting the number of trips and visualizing the raw data.

Correlation Study on Purchasing Environment and Intention
Mar-Jun 2019

R
- Implemented correlation analysis between purchase intention who's in their 20s depending Pc/App environment in the 20s.

LEADERSHIP AND AFFILIATIONS

Art Insight, Culture & Art Start-up | Editor   *Jun 2016–Jul 2018*
- Wrote online articles twice a month that review independent play, artworks and exhibitions to boost non-commercial artists.
- Helped 10+ non-commercial organizations through Art Insight platform, blog, online community, recorded total 20,000+ views.

Kakao-Jeju Coding Camp Hackathon | Team Leader   *Jan 2019*
- Selected as one of 40 participants nationwide for basic coding and leadership potential, I was the only non-tech major student.
- Leader of a team of three to propose O2O platform that enables direct seafood buying from Jeju suppliers. Awarded 2nd prize.

Seoul Independent Film Festival | Editor   *Nov-Dec 2016*
- Wrote 3 of articles on festival magazine, after interviewing invited movie directors, actors, and competition attendees.
- One of the articles I illustrated about festival goods and sales staffs selling those raised additional sales over £1500 in 4 days.

Seoul Culture Night | Events Coordinator   *Jul-Aug 2016*
- • Directed a team of ten to produce the introduction using Premiere Pro & organised non-profit enjoyable events during program.
- Managed 7 of programmes that are mostly for family, total 32,000 people showed up in the span of 2 days

EDUCATION

Bachelor's degree in Journalism and Communication | Kyung Hee University**,** GPA 4.08/4.5   *Feb 2020*
- 4-Full-Year Entrance Scholarship; Awarded **1st prize** for excellent achievement in college academic journal competition.(R analysis)
- International Programme: **Linkoping University**, Sweden (Fall 2018); **University of Groningen**, Netherlands (Summer 2019)

ADDITIONAL SKILLS

- Native in **Korean**, Fluent in **English,** Basic in **Spanish;**   **Intermediate** in SQL, Python, R, Excel, Google Analytics
- Certificate of International Advertising Association basic by **KOBACO**; Certificate of Fundamentals of digital marketing by **Google**