

## **Nadia (Now) Kim**

231 Forest St. Babson Park, MA 02457  
9512191520 / [nkim4@babson.edu](mailto:nkim4@babson.edu)

### **Education**

#### **BABSON COLLEGE**

Babson Park, MA

Candidate for *Bachelor of Science in Business Management Class of 2020*

**Concentration:** Marketing and Business Analytics

### **Professional Experience**

#### **BeautieCall**

Boston, MA

*Chief Marketing Officer*

January 2017-Present

- Launched beauty platform which connects on campus student stylists with students in need of those services for an affordable price and better proximity.
- Conducted marketing efforts such as marketing materials and promotional events that lead to total revenue of 460 dollars.
- Accomplished collaboration event with Babson Fashion Group Fashion Show.

#### **Tetra Pak**

Seoul, Korea

*Communications Intern*

July 2017~ August 2017

- Managed data collection and organization for the internal Excellence Awards for individual clusters and market segmentations including: Japan and Korea; South Asia Markets; Indonesia; Vietnam; Thailand; Malaysia, Singapore, and Philippines; and Oceania.
- Developed and presented the idea of “Make-Your-Own-Pak”,.

#### **My Babson Designs**

Babson Park, MA

*Marketing Manager*

September 2016-Present

- Designed advertising materials, info graphic, pamphlet for the company, which increased our profit by twenty-three percent.
- Executed market research and active personal selling to thirty-five local business in Wellesley.

### **Extracurricular Activities**

#### **Tie-off**

Babson Park, MA

*Team Member*

January 2017~Present

#### **KAMP**

Wellesley, MA

*Member*

September 2016~Present

#### **Sophomore Leadership Community**

Babson Park, MA

*Member*

August 2017~ Present

#### **Babson Asian Pacific Student Association**

Babson Park, MA

*Member*

September 2016~Present

#### **Babson Korean Student Association**

Babson Park, MA

*Member*

September 2016~Present

### **Project**

#### **Demo Day**

April 2017

- Presented as a representative at a competition the business proposal of BeautieCall

#### **Coup De Heart Concert**

July 2015, 2016

#### **Business Black Box Competition**

August 2015

#### **Sewol Ferry Tragedy Fundraiser**

April 2014