

Nadia Now Kim

(951)2191520/ nkim4@babson.edu / Babson Park, MA / www.linkedin.com/in/nowkim

Education

BABSON COLLEGE SCHOOL OF BUSINESS

Candidate for Bachelor of Science

Concentration: Marketing and Business Analytics

RELEVANT COURSEWORK: Digital Marketing; Quantitative Methods in Business Analytics I, II, III; Marketing & IT

Professional Experience

BeautieCall

Boston, MA

Founding Member, Chief Marketing Officer

January 2017-May 2017

- Launched on-demand beauty platform resulting in faster and more affordable services; worked with 15 student stylists and 20 clients within a three-month span.
- Conducted online and offline marketing through Facebook, Instagram, flyers, and promotional events such as collaboration with Babson Fashion Group Fashion show where we sponsored styling for the models. Designed infographic, online posts, and flyers.
- Presented and won “Demo Day,” a business competition with attendance from Babson Professors, CEO of Mount Dream, and Director of Babson Summer Venture Program

Tetra Pak- Beverage packaging company

Seoul, Korea

Communications Intern

July 2017- August 2017

- Managed data collection and organization for the employee recognition award for four individual clusters and seven market segments.
- Developed and presented the idea of “Make-Your-Own-Pak,” an event where participants could customize their own package design.

My Babson Designs

Babson Park, MA

Marketing

September 2016- May 2017

- Designed advertising materials, infographic, pamphlet for the company using Photoshop and Canva, and assembled marketing packages which increased our profit by 23 percent.
- Executed market research through student focus groups and surveys and active personal selling to 35 local business in Wellesley.

Leadership & Activities

Tie-off Entrepreneurship Club Member

Babson Park, MA

Korean Adoptees Mentorship Program Member

Wellesley, MA

Sophomore Leadership Community Member

Babson Park, MA

Coup de Heart Concert

July 2015, 2016

- Performed and participated as a staff member for a fundraising concert to support North Korean refugees and all earnings were donated to Hanneulkkum School.

Business Black Box Competition

August 2015

- Developed and pitched idea of small portion homemade style food targeting increasing population single-person households to “Baedal Minjok,” a leading company in food delivery industry in Korea

Skills & Interest

Technical: Microsoft (Word, PowerPoint, Access, Excel, @Risk, Precision tree), Minitab, Tableau, R, Hootsuite, Balsamiq, Photoshop, Canva, Weebly

Language: Korean (native)

Interest: Photography, Cosmetics, Media, Instruments (Flute, Gayageum)