

Heejin Kim (Diane)

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WORK EXPERIENCE

Online Audit Assistant

Ipsos

September 2018—November 2018, Seoul, South Korea

- Participated in NPS (Net Promoter Score) quarterly report for 2018.
- Conducted online research of customer satisfaction by evaluating brand's performance compared to competitors'.
- Evaluated consumer behavior of Korean and Indian market and drafted slides for the report

Buying and Operation Intern

Shinsegae International

May 2017—August 2017, Seoul, South Korea

- Assessed previous sales data and managed effective sales and operation strategy for Acne Studios in local (department store, flagship store, online store, etc.).
- Administered communication as a point of contact between the brand's headquarter and Shinsegae International

PROJECTS

Academic Research Paper, Yonsei university

Seoul, Korea / 2018

Influence of sustainable marketing activities on brand equity and purchase intention in luxury

- Conducted survey in May 2018, collecting 195 responses and analyzed the results using SPSS.
- Examined the effect of sustainable marketing activities by luxury brands and investigated the relationship between luxury brand equity and purchase intention in terms of consumer's purchase experience and sustainable knowledge

Bayer Digital Campus Challenge 2017

Leverkusen, Germany / 2017

Winning the 5th Place in the worldwide challenge

- Developed and proposed a new digital business model for German pharmaceuticals company, Bayer: a total e-health wearable device platform for pregnancy <<bébé à bord!>>
- Selected to deliver a final pitch as 8 out of 147 teams

EDUCATION

Bachelor of Science in Culture and Design Management

• **Yonsei University**, Underwood International College • Seoul, South Korea • Expected Feb 2020 • 3.56/4.3 GPA

• Major: Culture & Design Management (CDM) is planning, making strategies and controlling the whole process to create values of corporate, society, and people

• Related Courses: Strategic Marketing, Marketing Research, Managing in China, Creative Thinking and Visualization, Art Management

Bachelor of Business Administration – BBA, Luxury Brand Management

• **PSB Paris School of Business** • Paris, France • 2017 - 2018 • High Distinction – Dean's List

High School Diploma with Honors, within the 3% of class

• **Delphian School** • Oregon, USA • Class of 2014 • 3.98/4.00 GPA

CAMPUS INVOLVEMENT

Yonsei University, Big Data Society YBigTa

Seoul, Korea / Jun 2018 – Present

Data Visualization Team

- Study related Data Processing, Analysis, and Visualization in Python

Global Alliance of Marketing and Management Association (GAMMA)

Tokyo, Japan/ July 2018

Conference Organizer

- Organized and worked as a staff during the 2018 Global Marketing Conference (GMC)

Like Lion at Yonsei University

Seoul, Korea / Mar 2016 - Aug 2016

- Participated in Hackathon and created a website for Yonsei University's Daedong Festival 2016 based on Ruby on Rails

SKILLS

- Microsoft Products • HTML • CSS • Illustrator • InDesign • Premiere
- Native in Korean • Fluent in English (TOEFL 118) • Conversational French (DELFB1)