

If you know, you can't help but love.

Hello, I'm **Ju Hui Kim**.

Table of Contents

Motto

Self Analysis

1. Core competencies
2. Career summary 1,2,3,4,5,6,7
3. Pros and cons of personalities

Dream Road Map

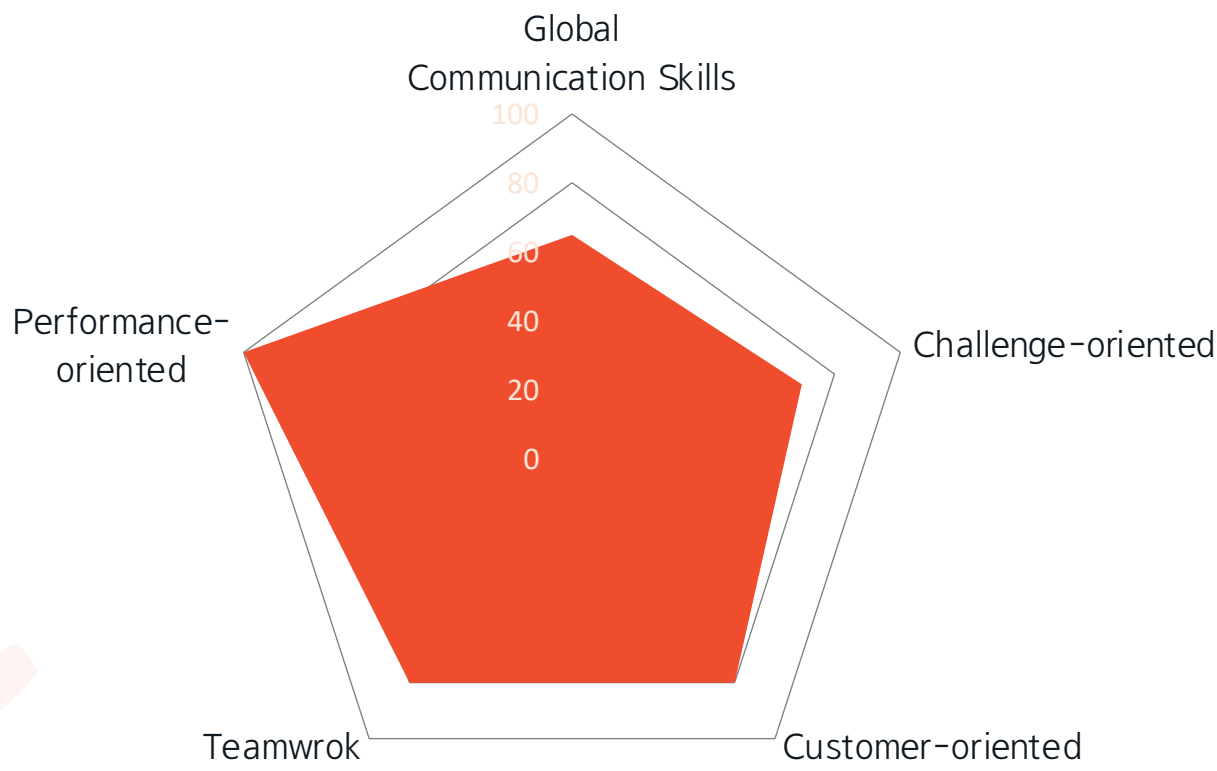
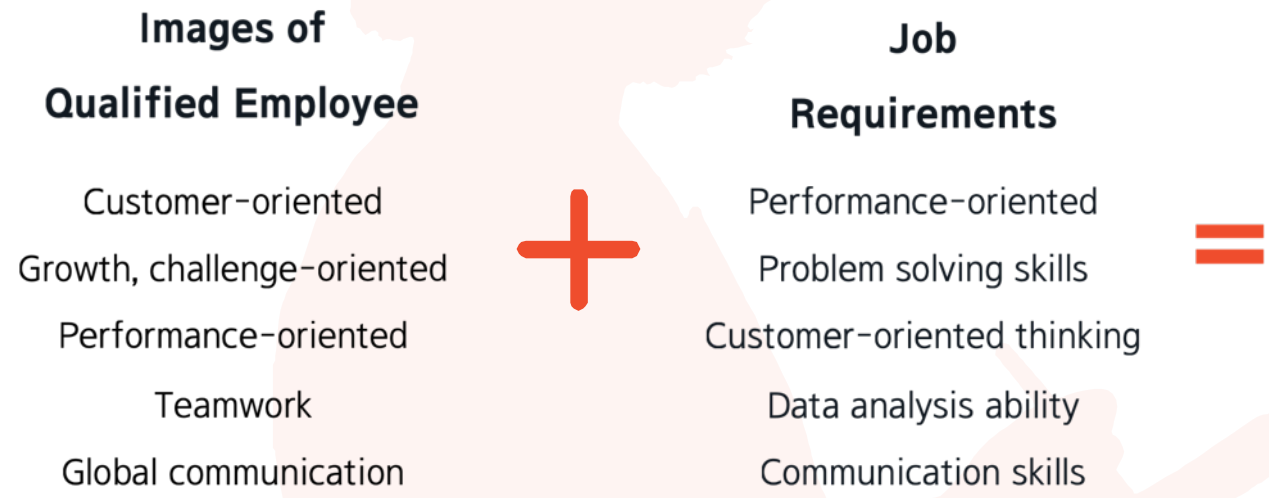


If you know, you can't help but love.

It is said that if you know the object properly,
you have NO CHOICE BUT TO LOVE.

Like this,
I will become a marketer
that makes customers properly "KNOW and LOVE" Company's true value.

Motto





Global Marketing Internship at SBS

2019.01–2019.02 (2 Months)

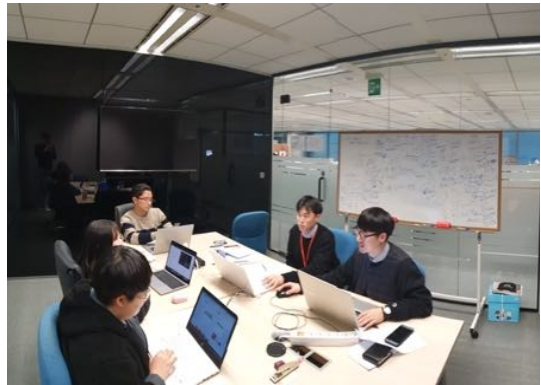
In charge of case research at domestic and international before launching a new media channel.

- (1) Prepared and participated in the workshop for selecting the 2019 SDF Forum Agenda
- (2) Analyzed interview and animation skills in popular domestic and international YouTube channels
- (3) Produced pilot content (an animation) using video production tools(Photoshop, Premiere, After Effects etc.)



Creating the pilot contents for the launching of new media channel, I was able to develop **"planning skills"** and **"contents production skills."**

구분	대상사	담당자	주요 내용(요약)	담당자(담당/담당자)	시작일자(youtube)	비고	비고2
1	ANIMATRON	김주희	무로 온라인 애니메이션 제작 프로그램	무로 온라인 애니메이션 제작 프로그램	https://www.youtube.com/watch?v=...	애니메이션 동영상 제작 가능	니가네 고글 버튼 공백으로 인해 / 직접 사용해보니 Animaker가 더 나은 것 같아 추천합니다
2	ANIMATRON	김주희	자율적인 영상 제작, 여행 일기, 마켓, 홍보, 뉴스, 회사, company history 등 다양한 영상 제작	자율적인 영상 제작, 여행 일기, 마켓, 홍보, 뉴스, 회사, company history 등 다양한 영상 제작	https://www.youtube.com/watch?v=...	2분 이내의 짧은 영상은 무료	다 나은 거 같아 Animaker가 추천합니다
3	ANIMATRON	김주희	2D/3D 영상 제작하는 애니메이션 제작 프로그램	2D/3D 영상 제작하는 애니메이션 제작 프로그램	https://www.youtube.com/watch?v=...	2분 이내의 짧은 영상은 무료	다 나은 거 같아 Animaker가 추천합니다
4	ANIMATRON	김주희	애니메이션 제작 프로그램	애니메이션 제작 프로그램	https://www.youtube.com/watch?v=...	2분 이내의 짧은 영상은 무료	다 나은 거 같아 Animaker가 추천합니다
5	ANIMATRON	김주희	애니메이션 제작 프로그램	애니메이션 제작 프로그램	https://www.youtube.com/watch?v=...	2분 이내의 짧은 영상은 무료	다 나은 거 같아 Animaker가 추천합니다



방송제작참여확인서

발급번호: 보도E190038

확인

성명: 김주희

주민번호: 960426-2*****

주소: 서울 동대문구 천장산로7길 46-7, 104호

부서: 논설위원실 SDF팀

담당업무: SDF팀 인턴

기간: 2019.01.07 ~ 2019.02.28 인턴

용도: 학교 및 취업준용

위와 같이 방송 제작 참여를 확인합니다.

2019-03-04

(주) SBS 대표이사 박정

SDF팀장 권민

Internship at Maroosoft

2017.08-2018.03 (7 Months)

In charge of supporting the operation of the online community platform "GomsinTalk".

- (1) Managed online bulletin boards and community members
- (2) Promoted products and services affiliated with the company
- (3) Selected and trained new staffs




Through the operation of an online community,
I have developed a
"platform/community understanding."



제2호 서식]

경력증명서(회사발급용)					
증명 자	성명	김주희	주민등록번호	990426-2192220	
	주소	서울시 동대문구 천왕산로7길 46-7 104호		전화 : (010)3320-2304	
	용도	증명용	입사일자	2017.08.25	
	제출처	기타	퇴사일자	2018.03.11	
	기 능 경 력				
근무기간		근무부서	직위	직위업무	퇴직사유
2017.08.25.~2018.03.11		커뮤니티사업부	인턴	공신특기회	
위와 같은 경력사항을 증명합니다.					
2018 년 09 월 20 일					
<경력증 발행인>					
회사 주소 : 광주 광산구 남동길 14 (도산동)					
회사명 : (주)마루소프트					
대표자명 : 이상준					
사업자번호 : 606-86-37177					
회사전화번호 : 070-4350-2427					
(주)마루소프트 이상준					



Marketing part-time job at Dwitree

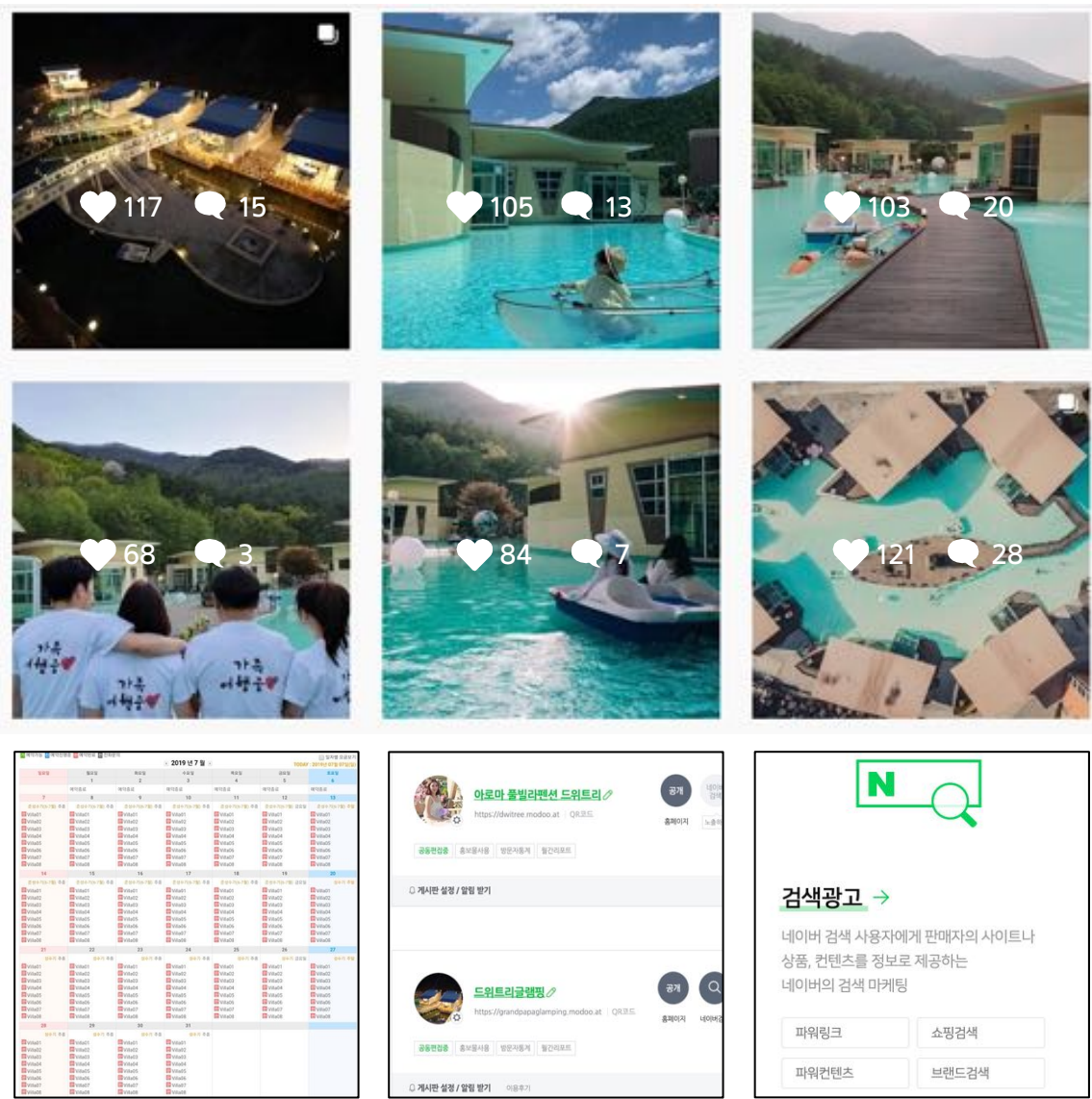
2019.03-2019.07 (5 Months)

Digital Marketing Part-time Job at Dwitree, a luxury accommodation in Jeongseon, Gangwon-do.

- (1) Set and managed keywords for digital search advertisements.
- (2) In charge of the company's Instagram account and held an invitation event for the promotions.

[Results]

Achieved 100% reservation for all rooms in July.
Increased influencer invitation response rate to 40%.



had a **"problem-solving ability"** to improve poor influencer invitation response rates.

Dongsuh Foods Corporation Maxim Coffee Supporters

2019.09-2019.12 (3 Months)

Maxim Coffee Supporters (4th GEN)

Produced various online contents such as card news, YouTube videos, and blog posts and participated in marketing promotion team project.

[Results]

Won the Storywriter Award (3 people); Selected as the best players in the Maxim X Kitty Bunny Pony collaboration project.



Through team activities that present ideas through analysis of MZ generation interests, I developed **"analysis capability"** and **"communication skills."**



Participated in Book 'I AM MEDIA' Planning/Audit

2019.03-2020.05

Participating in the digital content marketing book <I'm Media> (Ha Daeseok) publishing project.

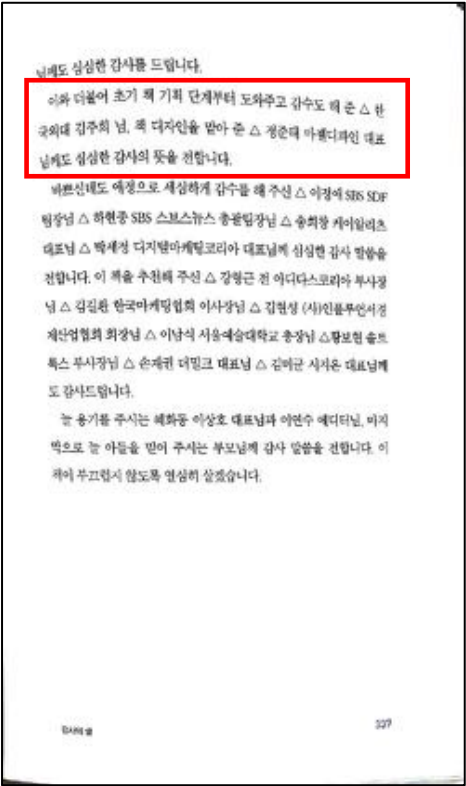
- (1) Edited the interview recordings & Scripts
- (2) Suggested the interviewee according to trends and planning directions - <Chamssaem School>
- (3) Proposed the title and the table of contents

[Result]

Yes24 Top 100 in self-development section for 5 weeks/ Achieved 9.8 points for rating



Cultivated understanding and knowledge of digital marketing.



"BBANGYIYO" for the start-up team project.

2019.03-2019.06

Participated in the project of the venture start-up team in lectures on business administration major

- (1) Developed venture business ideas (Un-franchised bakeries integrated Platform "BBANGYIYO")
- (2) Developed a product/service prototype.
- (3) Learned the overall concept of management, from venture business environment research to market/environment analysis, marketing/sales strategy, and financial/fund planning.

[Result]

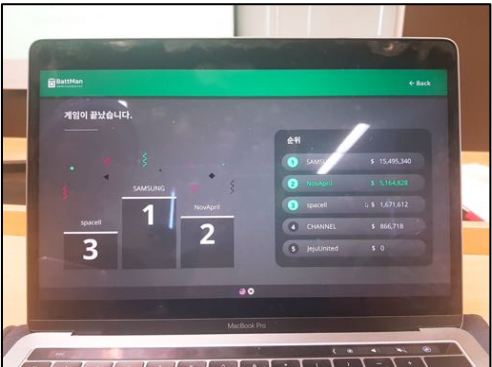
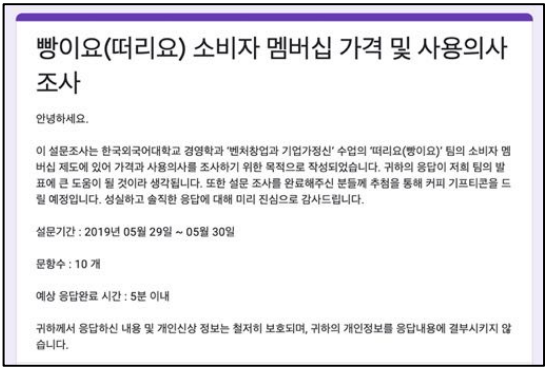
- Won the 1st prize out of 7 teams.
- Achieved the highest rank among all students.



As the team leader of the start-up team project, leading the team to achieve the 1st prize, I'd developed **"teamwork"** and **"leadership."**



Key Partners	Key Activities	Value Propositions	Customer Relationships	Customers Segments
	요식업체(or 마트) 등록 및 관리 / 서비스 만족도 향상		고객리뷰, 환경보호 우수점포 선정	
	Key Resources		Channels	
- 공급업체(부패 식당 및 집단 급식소, 중대형 할인마트) 파트너도 간략하게 언급)	1) 인력자원 - 각종 파트너 (IT기술개발자 포함) 2) 재정자원 - 엔젤투자, 중소기업청 벤처지원금, VC	- 생활비 절감 (소수에 한해 잔반처리를 통한 환경보호) - 재고(및 잔반) 처리 / 매출 증대 / 환경보호를 통한 업체 인식 개선	모바일	- 퇴근길, 학교길에 갈때 먹고 싶은 사람 - 공급업체
Cost Structure		Revenue Streams		
- IT 인프라 운영비 - 마케팅 비용		- 수수료 - 광고수익 (우리의 플랫폼 수익구조는 달라질 것임.)		





"Even if I'm inexperienced, I'm able to learn quickly"

90%

Even if I have no experience and am in a new field, I can learn and actively make it mine. I will adapt to the organization based on my fast-learning skills and learn rapidly changing sales/marketing trends to perform our work smoothly.



"I can understand the strengths and weaknesses and characteristics of people"

80%

Based on excellent observation skills, I will read consumer and customer's behavior patterns and sentiment and produce a sales marketing strategy that fits them.



"If things don't go as planned, I sometimes get nervous and stressed"

30%

When unexpected things happen in a row, I feel very frustrated. However, I'm making plans in consideration of the number of cases before proceeding with the work and trying to cope with the problem in advance.



"I'm so passionate that I sometimes play many roles"

30%

There were times when I have a hard time playing many roles on my own due to my passion for goals. However, I have come to realize the importance of work distribution by experiencing various activities, and I am trying to practice it and overcoming shortcomings.

2022 Dream Road Map



First, I will try to acquire essential knowledge of the overall work process and job at the beginning of my job and fully understand the company's products.



I think marketing is a job that needs to develop and move forward on their own to keep pace with the ever-changing various industrial trends. Through self-development, after becoming a marketing junior, I want to plan and succeed in corporate marketing projects. Through successful project implementation, I will establish myself as a talent who contributes to the company's sales performance.



Like my motto, the final goal is to make the products/services provided by companies and companies aware of and recognized by customers. I want to grow into a marketing expert in the company and make companies and brands known and recognized as excellent marketing examples. Through these achievements, my goal is to be recognized by my colleagues and evaluated as the best marketer.

If you know, you can't help but love.

Thank you.

KIM, JUHUI
E-mail : jhjh7001@gmail.com
Tel : 01033202304