

# MEERAN KIM

## SOFTWARE ENGINEER & BUSINESS STRATEGIST

### CONTACT

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### SKILLS

**Languages:** JavaScript, TypeScript, Python, HTML, CSS

**Frameworks:** React, Node.js, Express, jQuery

**Tools:** Git, WordPress

### EDUCATION

**Master of Business Administration**  
**University of Virginia**  
**Darden School of Business**

2017-2019

VP of Global Business & Culture Club,  
Member of Technology, Marketing Club

**Bachelor of Arts**  
**Korea University**

2006-2011

Double Major in French Language &  
Literature and Business Administration

**Study Abroad**  
**University of California, Davis**

2008-2009

Selected to complete 2009 Spring  
Finance Training Program at Morgan  
Stanley (Sacramento)

### INTERESTS

Traveling (visited 16 countries),  
writing/blogging, reading

### WORK EXPERIENCE

#### Paula's Choice Skincare

Seattle, WA

##### Country Manager India / Amazon Marketing, APAC

2022-2023

- Managed India business from channel management/development, PR, promotion planning, marketing, budgeting and financials, to demand planning
- Led India DTC site launch from vendor selection, platform analysis, budget planning to project management
- Led implementation for agile methodology in Korea office, Singapore office and International Development Team in Seattle office resulting in effective project management and continuous improvement
- Set and implemented new pricing for the entire SKUs (80+) to improve product margin by +10% in average

##### Asia Business Manager

2021-2022

- Enhanced APAC resource sharing program to improve brand consistency across 6 countries by partnering with cross-functional teams from global brand, creative, to IT; reduced misbranded social content by 20%
- Developed toolkits and SOP for newly acquired international subsidiaries, including approval process and KPI
- Led leadership-level monthly business review meetings with 4 countries and marketing meetings with 6 countries

##### Asia Ecommerce Manager

2019-2020

- Built budget and growth plans including channel strategy for Korea to turnaround business from -18% YoY revenue growth in 2019 to +5% and +27% growth in following years
- Revamped customer loyalty program for Korea based on customer data, market research, and customer survey to increase new sign up by +206% and average order value by 8%

#### LG Household & Healthcare America

Englewood Cliffs, NJ

##### Marketing MBA Intern

2018

- Initiated influencer marketing project for Nature Collection, beauty e-commerce, by facilitating 25 unpaid post agreements and giveaway events with 30+ Instagram influencers; followers increased by 35%
- Conducted market research utilizing various sources including keyword traffic, sales data, and retailer feedback to derive key customer insights; established hero product strategy that aligns with market trend
- Created Search Engine Optimization (SEO)-friendly product descriptions of 330 products from 7 brands (70% of LG product portfolio) to improve organic search results

#### Town Company

Seoul, Korea

##### Marketing & Business Operations Manager

2016 - 2017

- Led fundraising projects by developing pitch deck materials for potential government investors and leading verbal and written communication for committed audience; won \$80K grant and \$100K loan
- Spearheaded PR strategy and oversaw creation of marketing and media content for 8 major news media and national TV show; increased press coverage by 1.7 times and led company to gain national recognition and win "2016 Good Company" in startup category
- Developed overseas go-to-market strategy including market sizing and customer segmentation, successfully driving \$30k initial revenue from China and incorporating office in Hong Kong

#### Samsung C&T

Seongnam, Korea

##### Assistant Project Manager

2013-2016

- Built market research reports on benchmark companies' Public Private Partnership (PPP) model and provided insights to project bid team; ultimately won two PPP projects in Turkey and UK
- Improved CRM system by introducing new KPIs and developing executive dashboard to help senior management monitor and terminate speculative projects in time; saved \$130M annual cost
- Selected as main instructor over 5 peers to coach 250+ new employees semiannually on company's project management system; ensured colleagues could use system in each regional office

##### Associate Finance & Accounting Manager

2011-2013

- Organized forward contract schedules of 77 purchase orders in 13 currencies, preventing \$2.3M F/X risk
- Monitored expenses and managed payrolls of 150+ daily contractors in 3 residential construction sites