DAEHWAN(DAEWHAN) KIM

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EDUCATION

March 2012 – Present	**YONSEI University, Seoul, Korea** Double Major: Korean Language and Literature, Business

- GPA: 3.97/4.30
- Concentration: Digital Marketing, Strategy; Self-directed Concentration: Data science.

PRACTICAL EXPERIENCE

September 2017 – **Microsoft Korea**

February 2018 *Intern (Digital Communications Manager), Education Team*

- Built and optimize overall digital strategies and customer journey to increase education solutions' market shares.
- Optimized Facebook page*(@msedukorea*) channel as a first step in customer journey map increasing product awareness, and succeded to incrase page like to 10,000 from 1,500 within 4 months (*growth rate per month: 0.2%(past) -> 45%).
- Created facebook page contents' storyboard from card news to videos.
- Created hub landing page(*msedukorea.com*) to build an easily accessible bridge between a facebook page and an our own website offering lectures and forum, and to offer quick overview of our products to customers.
- Built offline event offering offline lectures from prestigious eductators teaching how to leverage microsoft products to create effective classes in schools, promote event on facebook, and conducted live streaming via facebook. 1400+ educators enrolled, 140+ participated an offline event, and 1700+ watched live streaming.

July 2017 – **L'Oreal Korea**

August 2017 *Intern, business planning team,* Promotion Impact Analysis Project

- Established promotion history file containing 350,000 sales and promotion data by gathering data from company's database and scattered promotion files and cleaning it.
- Analyzed how different promotion factors influence promotion impact using promotion history file with R.
- Analyzed how competitive products' promotion affect our promotion impact by comparing our promotion elasticity and impact with competitive products'.
- Drew insights from company & competitor promotion analysis and combined those with qualitative customer analysis.
- Suggested actionable plans based on the analysis and insights.

October 2016 – **KT**

November 2016 *Team Leader*, Industry-University Collaboration Project (기업연계)

- Suggested an application for couples to increase customers' brand intimacy based on company & competitor analysis and customer insights.
- Provided detailed promotion strategy for the application.

May 2016 –   **3M Korea**

June 2016   Industry-University Collaboration Project (기업연계)

- Suggested marketing strategy to increase awareness on its magic tape, based on company's and competitors' product analysis and customer insights.

EXTRA-CURRICULAR ACTIVITIES

March 2016 – **MCL (Intervarsity marketing and Business Strategy Club)**

June2017   *Session Design Team Leader*

- Studied 9 different marketing strategy cases (HITE, SKT IPTV, MARKET KURLY, E-LAND, O'SULLOC, WATSONS, GILLETTE, MOS BURGER, LINE FRIENDS), and developed problem-solving, research and data analyzing ability.
- Planned case interview and recruited members from various backgrounds.
- Planned and provided 8 months educational curriculum including business cases and educational session.

September 2012 –   **YONSEI LITERATURE CLUB**

July 2013   *President*

- Planned and executed 1st eroticism literature contest; 50+ students participated.
- Planned and published a collection of literary works including prize winning novels.

HONORS AND AWARDS

April 2017   **2nd Prize, Loreal Brandstorm National Final**

: "Disrupt Men's Grooming with Life-changing Innovation"

- Analyzed Korean men's needs and pain points, and suggested new product line and digital campaign strategy.

LANGUAGES AND OTHERS

Language	Fluent in English, native in Korean
Computer Skills	Proficient in Python(pandas, scikitlearn, pyspark, tensorlow), R, MSSQL
Military Service	Served in Combined Division, 8th Army (US) in Korea as a KATUSA
Interest	Digital marketing, Data science, Growth hacking, Whisky, Literature, Games