



# ChiHae Shin

## CONTACT

shinchihae@googlemail.com

+49 17643410050



## EXPERIENCE



12/2020

### Talent Management

- Working close with the COO by identifying the most suitable candidates and developing HR strategies for the AI based deep-tech start up



08/2019 – 01/2020

### Strategic Planning & Project Management

- Preparing and analyzing data for market research purposes, e.g. market-, competitor-, process analyses & derive recommendations for actions based on KPIs
- Working on PLM and business transformation projects in the product innovation process (cross functional with engineers, designers, sales etc.)
- Support the project teams with marketing campaigns, reportings, financial plans
- Prepare and follow up innovation workshops for product development & lean management



05/2017 – 04/2019

### Key Account Mgmt. & Business Development

- Key account management of key clients
- Analyzing & managing data for CRM
- Leading the project to design & renew the website and manage the channels of CMS



08/2016 – 01/2017

### Corporate Communications & B2B Marketing

- Implement marketing and PR activities
- Serve as contact point for key customers, internal teams and external agencies
- Prepare and follow up internal & external events



08/2015 – 12/2015

### Online Marketing & E-commerce

- Establish the marketing unit
- Development of business contacts and relations
- Leading e-commerce activities, create and design the website and managing the CMS
- Writing press releases, blog articles
- Participating in recruiting and HR activities

Further experiences as an interpreter at international trade fairs (IFA, Innotrans, Fruit Logistica etc.) and private teacher.

## EDUCATION

2017 – 2020

### Master of Science

Business Administration  
[Marketing & Business Development]  
University of Potsdam  
Master thesis: 1.2

2012 – 2017

### Bachelor of Science

Business Administration  
[Strategic Marketing]  
Humboldt University of Berlin

2006 – 2012

Abitur: 1.8 (GPA: 3.3)  
Freiherr-vom-Stein High School

## SKILLS

- # analytical mindset
- # willing to learn and grow
- # perceptive for trends
- # sense of creativity
- # passionate for data, market research and strategic planning
- # proactive
- # eye for detail

## LANGUAGES

- German – native
- English – fluent
- Korean – native

## COMPUTER SKILLS

- Microsoft Office (Word, Excel, PowerPoint etc.)
- (Web) Content Management Systems
- Customer Relationship Management Tools (CRM)
- SEO/SEA