

Suhyeon Kim

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Summary

Results-oriented marketer and business strategist with 5+ years of business and product marketing experience seeking to build upon technical skills while leveraging capabilities in problem solving, design, product strategy, and communication.

Work Experience

Product Marketing Manager

February 2021 – July 2022

Sungjinhanwoo

Daegu, South Korea

- Spearheaded Korean e-commerce platform presence, including product development, keyword research, SEO, paid Ads and video marketing, ranking #1 in search category on Naver Smart Store
- Ideated and executed market strategy and product fit for braised beef tendon (우족찜), tripling sales with a marketing budget of \$500, selling 20,000 units within six months for a return on ad spend (ROAS) of 10,000%
- Identified, applied for, and received a government subsidy, increasing annual profit margins by 24%
- Produced and established company's Youtube content and affiliate marketing partnerships, totaling over 12 million views
- Synthesized excess inventory data to generate a new revenue stream, exceeding sales target by 402%

Marketing Manager

August 2019 – January 2021

Alpha Communications

Daegu, South Korea

- Led video content team for 21st Korean National Assemblymen's successful campaign, setting a viral dance trend and earning media coverage
- Proposed, bid for, and awarded government subsidy to produce, film, and promote educational VR content in NYC
- Ran a YouTube channel, achieving 3,000+ subscribers within six months and generating revenue via advertising partnerships
- Planned and budgeted for an international cultural event in Daegu, attracting over 20,000 participants and visitors

Corporate Consultant

August 2018 – July 2019

Kama India

New Delhi, India

- Advised companies like Hyundai, LG, and Samsung on establishing operations in India, compliance, logistics, and costs
- Coordinated, organized, and interpreted for eight international events between Korean and Indian government and business organizations with an average of around 50 high-level attendees
- Handled local research, on-site coordination, and permit acquisition for major Korean broadcasting companies' (EBS, KBS, and JTBC) content production projects in India, supporting the production of four documentaries

Online Communications Expert

February 2017 – July 2018

DMR APAC

Hong Kong

- Monitored, tracked, and analyzed website content for luxury brands like LVMH (Louis Vuitton), Chanel, and Kering (Gucci)
- Scrubbed data with internal tool, building insights reports on market trends and presenting findings to senior media analysts

Education

Keimyung University

Daegu, South Korea

Bachelor of Business Administration

2018

- 6th Annual Geum Bok-ju Delicious Cham Soju Marketing Idea Winner
- Madden Bros Corporate Strategy Division Excellence Winner

Macau University of Science and Technology

Macau

Bachelor of Business Administration

2017

Personal Projects

Investment Guidance AI App | HTML, CSS, JavaScript, Node.js, Express, AWS, & ChatGPT

March 2023

- Developed an innovative investment guidance app using OpenAI's GPT-3.5-turbo model to simulate a conversation with legendary investor Warren Buffett with user-friendly interface
- Integrated ad banners and designed to be SEO-friendly, tracking data using Google Analytics 4

Additional

Marketing: Ads (Google, Facebook, Instagram and Naver), Data Analytics, SEO, Social Media

Programming: Bootstrap, CSS, Cypress, Git, GitHub, HTML, JQuery, JavaScript, Jest, React, React Testing Library, Responsive Web Design, SASS, TailwindCSS

Software: Adobe Suite (After Effects, Illustrator, Photoshop, Premiere Pro, and XD), Microsoft Office, and VSCode

Languages: Korean (Native), English (Fluent), Japanese (Intermediate), and Mandarin (Intermediate)

Certifications: Google Analytics Individual Qualification (IQ), HSK 4

Other: Authorized to work for any US employer (no sponsorship required)