Suhyeon Kim

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Summary

As a transitioning professional from marketing and business to web development, I bring over 5 years of experience in analyzing customer needs and developing successful product strategies. I am now seeking to leverage my skills in problem-solving, creativity, and effective communication to build my technical expertise as a front-end web developer.

Personal Projects

E-commerce Store | Firebase, TailwindCSS, and React   December 2022

- Built store as a responsive single-page application (SPA) using React Router
- Authenticate users using Firebase SDK and Google Authenticator. App pulls from realtime database to display product and cart information
- Implemented access path protection that checks user's admin and registration status for additional security, with customized admin page
- Used React Query to efficiently manage cached data. Created custom hooks so that one query key can be maintained in one file

YouTube Clone | Cypress, Jest, TailwindCSS, React, and React Testing Library   November 2022

- Used Axios to interact with Youtube APIs, such as receiving popular videos, searching by keyword, related videos, and channel information
- Wrote and executed successful unit, integration, and end-to-end (E2E) tests for core components to enhance maintainability and quality
- Coded light and dark modes for more inclusive UX

Killing Monster | HTML, CSS, and JavaScript   October 2022

- Interactive mini-game that features dynamic animations, leveling up, object collisions, quest rewards, and non-playable characters (NPCs) interactions
- Implemented JS classes to increase project's maintainability for future iterations

Work Experience

Product Marketing Manager   February 2021 – July 2022
Sungjinhanwoo   Daegu, South Korea

- Spearheaded Korean e-commerce platform presence, including keyword discovery, product development, SEO, advertising, and video production, ranking #1 in search category on Naver
- Ideated and executed market strategy and product fit, 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 government subsidy that increased annual profit margins by 24%
- Managed and grew 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
- Proposed, bid, and awarded government subsidy to produce, film, and promote educational VR content in NYC
- Produced and operated a YouTube channel, achieving 3,000+ subscribers within six months and generating revenue via advertising partnerships

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 attendees

Online Communications Expert   February 2017 – July 2018
DMR APAC   Hong Kong

- Monitored, tracked, and analyzed website engagement 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

Additional

Programming: Bootstrap, CSS, Firebase, Git, GitHub, HTML, JQuery, JavaScript, Jest, React, 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), Chinese Proficiency Test HSK Level 4
Other: Authorized to work for any US employer (no sponsorship required)