

Suhyeon Kim

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Summary

I'm a detail-oriented and resourceful front-end developer seeking to build upon my technical skills while leveraging my capabilities in problem solving, design, product strategy, and communication.

Core Competencies

- HTML, CSS, & JavaScript
- Git & GitHub
- React
- Bootstrap
- Adobe Creative Suite
- Responsive Design
- Integrated marketing
- SEO & Google Analytics
- Youtube
- Relationship Management
- Cross-Functional Leadership
- Market Research
- Wireframing

Personal Projects

Killing Monsters | HTML, CSS, and JavaScript

October 5th – 19th, 2022

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

Flower Garden | HTML, CSS, and JavaScript

July 5th – 15th, 2022

- Clicker-based game utilizing browser APIs with a timer, win/lose conditions, and object randomization
- Refactoring focused on incremental browser performance improvements using modular JS

Monsquad | HTML, CSS, and JavaScript

June 6th – July 12th, 2022

- Fictional responsive branded website project practicing end-to-end website development; design, coding, and deployment

Work Experience

Product Marketing Manager

Daegu, South Korea

Sungjinhanwoo

February 2021 – July 2022

- Spearheaded Korean e-commerce platform presence, including keyword discovery, product development, SEO, advertising, and video production, ranking #1 in search category on Naver
- Created market strategy and product fit that tripled sales with marketing budget of \$500, selling 20,000 units within six months
- Identified, applied for, and received government subsidy that increased annual profit margins by 24%
- Managed company's affiliate YouTube content totaling over 12 million views
- Generated new revenue stream from data insights about excess inventory, exceeding sales target by 402%

Content Marketing Manager

Daegu, South Korea

Alpha Communications

August 2019 – January 2021

- Led video content team for 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 that achieved 3,000+ subscribers within six months and generated revenue

Consultant

New Delhi, India

Kama India

August 2018 – July 2019

- Consulted companies like Hyundai, LG, and Samsung on establishing operations in India, compliance, logistics, and costs
- Coordinated, organized, and interpreted for international events between Korean and Indian governments

Online Communications Expert

Hong Kong

DMR APAC

February 2017 – July 2018

- 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

February 2018

Awards

- 6th Annual Geumbokju Delicious Cham Soju Idea Winner
- Madden Bros Corporate Strategy Division Excellence Winner

Certifications

- Google Analytics Individual Qualification August 2021
- HSK 4 November 2020