



EUNMIKIM



Experience

Marketing Intern

Flexfit LLC, California, USA

- Created reports based on industry trends and marketing strategies.
- Compiled daily sales and Amazon Sell-through data on Excel.
- Translated reports on mid-long-term marketing strategies, trade shows, and critical sales reports from English to Korean.
- Promoted the brand through customer interaction at trade shows.
- Photographed images of our products for the company's Instagram.
- Analyzed competitors' products to understand current market trends.

Marketing Intern

Circle Connection, Seoul, South Korea

- Directed event logistics and assisted applicants
- Managed corporate blogs by preparing contents such as event promotion and company introductions.
- Drove marketing initiatives, increasing participation by 30%.
- Created advertising contents based on storytelling for Facebook.
- Identified inconveniences in the beta homepage and set up a direction for improvement.



Skills

MS Word	<div><div></div></div>
Power Point	<div><div></div></div>
Excel	<div><div></div></div>
Adobe Premier	<div><div></div></div>
TOEIC	930



Education

Bachelor Of English
Language And Literature

Seoul Women's University
2013-2018.08 Graduated
GPA : 3.43



Projects

Online Marketing Support

Ak Mall

- Uploaded 66 product reviews & event promotions on my own blog which resulted in over 460,000 views and won the second place MVP prize.
- Optimized links on the images of products with specific keywords based on SEO to entice people to buy them.
- Spread content to related websites to get more attention and attract visitors to the blog.

MD, Marketing Support

Nubizio

- Created UCC to advertise company products and improve brand image, resulting in over 26,000 views.
- Curated products and concepts and leveraged viral marketing to promote events targetting seasonal trends.



Interests



Travel / Couchsurfing



Photography



Movie



Get In Touch



+82) 10 7488 3223



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Blog.naver.com/em7488



<https://goo.gl/Sxu429>



EUNMIKIM



Experience

Marketing Intern

Flexfit LLC, California, USA

- LA 시장조사, 마케팅 전략, 업계 동향 리포트 작성
- 데일리 Sales, 아마존 Sell-Through 취합 및 보고
- 중장기 마케팅 전략, 트레이드 쇼 등 중요 보고서 영한번역
- 트레이드 쇼 고객 응대를 통한 브랜드 홍보
- 인스타그램 홍보용 제품 사진 촬영
- 경쟁사 신제품 조사를 통한 업계 동향 파악

Marketing Intern

Circle Connection, Seoul, South Korea

- 행사 지원 및 참가자 관리
- 기업 블로그 관리 (행사 홍보 및 기업 소개 콘텐츠 제작)
- 주도적인 광고 집행을 통한 참가자 30% 증대
- 스토리텔링 기반 페이스북 광고 콘텐츠 초안 제작
- 베타 버전 사이트 개선점 파악 및 솔루션 가이드 라인 제공



Skills

MS Word	<div><div></div></div>
Power Point	<div><div></div></div>
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Projects

Online Marketing Support

Ak Mall

- 이벤트 프로모션 및 제품 리뷰 콘텐츠 66개 제작
조회수 460,000 달성, 우수 서포터즈 수상
- 네이버 검색광고 키워드 및 스토리텔링을 통한 콘텐츠 제작
- 사이트 링크 삽입 통해 실제 구매 유도, 바이럴 마케팅

Md, Marketing Support

Nubizio

- 스토리텔링 기반 홍보 UCC 기획 및 제작, 조회수 26,000회 이상 기록
- 타겟과 시즌의 특성에 맞춘 이벤트 기획 및 실행, 바이럴 마케팅



Interests



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