

JEEHYE KIM

FASHION MARKETER

CONTACT

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San Francisco, CA

PORTFOLIO

www.jeehyekim.weebly.com

COMPETENCIES

Marketing Strategy
Trend Research
Online Marketing
Pricing Strategy
Team Collaboration
Project Administration
Copy writing/Editing
Business Planning
Negotiation & Mediation
Scheduling and Coordination

SOFTWARE

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Microsoft Office

LANGUAGES

English
Korean

EDUCATION

Master of Arts, Fashion Marketing

Academy of Art University, San Francisco, CA (2021)

Courses include Global Marketing & Emerging Markets, Fashion Marketing Strategy, Applied Financial and Business Analysis for Fashion

Bachelor of Arts, Human Environmental Science

Konkuk University, Seoul, Korea (2008)

Courses include Interior Architecture Design, House Remodeling & Practice Housing & Environment, Consumer Education, Consumption Culture

PROJECTS

Online Retailing & E-commerce Starling Concept Brand / 2020

- Created a brand, Starling. Developed an effective digital marketing and social media strategy. Designed the mockups for homepage, landing page, and navigation menu to apply marketing, merchandising and consumer experiences.

Marketing Plan Adidas & Fitbit Marketing Concept / 2019

- Developed a plan with technical, aesthetic, and conceptual knowledge for the collaboration of Adidas & Fitbit to be more competitive in the industry

Brand Extension Athleta Concept Pitch / 2020

- Extended a new line for Athleta developing target customers through segmentation and persona, product categorization and competitive pricing with financial and business analysis

PROFESSIONAL EXPERIENCE

Office Manager Gilsan Inc. (Seoul, Korea) / 2013-2019

- Leveraged strong multi-tasking skills to support land development and improvement projects with services including site feasibility analysis, grading, drainage, utility design and site layout

- Maximized department efficiency by skillfully managing reports and document tracking, project documentation

- Worked for large & medium-sized civil engineering & steel industries

- Promoted the certification to Hyundai Engineering & Construction Co., Ltd.