



# Eunji Shim

Marketing

📍 London, UK

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## Languages

English (Fluent)

Korean (Native)

## About

• Graduated MSc Strategic Marketing Management and achieved 2:1 degree equivalent. • Experienced in B2C and B2B industry specialising in marketing. • Social-native young professional with creativity and analytical marketing skillsets who want to experience this exciting and challenging marketing industry in the UK.

### BRANDS WORKED WITH

INATIGO LTD

Joanne Co.

Optimize Corp.

## Experience

### ● Marketing Intern

INATIGO LTD | Apr 2021 - Apr 2022

Completed marketing internship at an AI technology start-up providing B2B and B2C financial and wellness AI solutions.

- Managed social media profile scheduling content via social media calendar software, and measured relevant metrics, such as views, likes, and shares, to reach social media KPIs.
- Enhanced new social media account's brand awareness and SEO by producing 6-8 branded content weekly based on the social media strategy plan on Instagram and TikTok.
- Researched trending content and keywords to optimise the company's owned media.
- Tracked competitors' social media metrics and engagement rates, re-searching keywords to improve the organic content.
- Created writing drafts of social media posts with an appropriate branded tone of voice.
- Designed Landing Pages, optimising conversion path with CTAs, showcasing and leading potential customers and clients to increase lead generation.
- Researched related marketplaces and audience segmentation, developing digital marketing strategy plans to target potential new customers.
- Enhanced communication skills by collaborating with co-workers and delivering weekly strategic marketing plans to the co-founders and board advisors.
- Led new interns to prepare presentations, arranged tasks, and mentored them regarding digital creation to improve the quality of slides.
- Wrote a press release for the launching service and created an article about AI technology.
- Developed business development skills by outreaching 250 potential clients and companies for partnerships and compiling data into a manageable spreadsheet for the company.
- Generated a collaboration marketing plan and presented it to the managers, reaching out to over 100 relative people in the companies through LinkedIn.
- Presented company's solutions to potential clients in a professional manner.
- Structured the email form and sent emails to over 100 potential clients and partners with follow-up emails to obtain leads.

### ● Web Designer, Brand Strategist, Design Assistant

Joanne Co. | Oct 2018 - May 2019

- Developed and managed brand identity by creating a logo, package design, and branded website, improving online customer experience.
- Assisted photo shoots and edited photo images via Photoshop, creating social media content on Instagram to improve social presence.
- Managed data of customers and sent promotion messages, controlled the company inventory, and assisted senior fashion designer as a designer assistant.

### ● UX, UI Designer

Optimize Corp. | Jan 2018 - Sep 2018

Worked on developing a new travel service application beta version as a UX & UI designer, participating as a strategic planner, and creating social media content on Facebook.

- Built the first MVP based on qualitative data from interviews with 200 audiences, analysed insights of the people's travel journey.

## Education & Training

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- 2020 - 2021 ● **Aston Business School**  
MSc, MSc Strategic Marketing Management
  
- 2014 - 2018 ● **SANGMYUNG UNIVERSITY**  
BA, Bachelor of Arts