

Sumin Chung

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EDUCATION

University of California, Los Angeles
Bachelor of Arts, Communication

Los Angeles, CA
Sep 2021 – Jun 2023

PROFESSIONAL EXPERIENCE

SILICON2 (StyleKorean)

E-commerce Marketing & Sales Associate

Los Angeles, CA
June 2023 – Current

- Demonstrated expertise in brand management within the TikTok shop, successfully achieving a 50% increase in sales through the execution of impactful marketing campaigns, efficient management of fulfillment operations, and analyzing TikTok's trends to drive brand growth and engagement
- Utilized Amazon Seller Central and Shopify admin tools to oversee product listings, inventory management, and pricing strategies for 30+ brands, resulting in 20% increased sales and profitability
- Implemented customer feedback into product and marketing strategies by communicating with brands, and improving product offerings and user experience, which resulted in 40% increased customer retention rates
- Utilized forecasting techniques to anticipate market trends and customer demand, optimizing inventory levels, and minimizing stockouts, ensuring a steady supply of products to meet customer needs

Unlocked Brands INC.

Marketing Assistant Intern

Los Angeles, CA
Jul 2022 – May 2023

- Managed social media channels (Instagram, Facebook, TikTok, Pinterest), increased followers by 5k on average, resulting in 15% increased online sales through a significant improvement in brand awareness
- Identified and managed influencer program, communicated with 300+ influencers to share brand key products, and analyzed strategic optimizations to exceed brand performance
- Developed email content and tool design using Klaviyo, planned and implemented site designs (composition, color, illustration, and branding) for a landing page using Figma and Adobe Photoshop
- Collaborated with a team of 4 to craft a brand launch strategy that successfully enlarged the client base by 5%

SNIFACTORY

Digital Marketing Intern

Seoul, South Korea
Jan 2021 - Aug 2021

- Created and integrated new digital marketing campaigns by making YouTube videos using Final Cut Pro and promoting to social media channels (Instagram, Facebook), which significantly boosted brand awareness
- Developed and implemented data-driven strategies for interactive marketing campaigns which significantly increased brand awareness in the market

LEADERSHIP EXPERIENCE

Kojobs Clubs

President

Los Angeles, CA
Sep 2021 - Present

- Led a team of 35 to construct weekly meetings, fundraiser events, networking sessions, and social events
- Organized job searching seminars and collaborated with multiple corporations, including Job Korea USA, Samsung Biologics, and Deloitte Technologies to support them for the next moves and create job opportunities for club members
- Created original concepts for a Korean Community Website project, communicated with multiple clubs to fulfill team positions, and managed the overall project to a successful Website launch

The Korea Daily

A College Student Reporter

Los Angeles, CA
Mar 2020 - Aug 2020

- Contributed bi-monthly articles as a college student reporter for the Korea Daily (USA)

Compassion Korea

Student Advocate & College Student Mentor

Seoul, South Korea
Feb 2015 - Feb 2019

- Raised \$8,000 to build schools for children in Philippine by performing music concerts, making, and selling water bottles, etc. Volunteered in East India (Aug 2016)

SKILLS

- **Skills:** Fluent in Korean, English/ Proficient in Microsoft (Excel,PowerPoint,etc.)/ Final Cut Pro, Klaviyo, Shopify, Adobe Photoshop, Amazon Seller Central, Google Analytics, Canva, Multicultural Marketing