

# Kyunghwan Bae

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## PROFESSIONAL SUMMARY

**Results-oriented** Marketing Professional specialized in high-conversion digital campaigns and audience engagement. Proven ability to drive brand growth through data-backed strategies and cross-functional collaboration, delivering consistent, measurable results in fast-paced environments.

## WORK EXPERIENCE

### Marketing Campaign Project | Republic of Korea *Dong-A Pharmaceutical & Woman Sense Collaboration*

Feb 2025 to Jul 2025

- Spearheaded a viral 'Eol-bak Challenge' campaign in collaboration with 8 university clubs, **achieving over 100,000 views within just 7 days** and securing top-tier placement on Instagram discovery feeds.
- Led the "Eol-bak" rebranding strategy for Gen Z by conducting **data-driven 3C analysis** and precise **persona targeting** to bridge generational gaps.
- **Developed high-conversion SNS campaigns**, earning the "Best Project Award" for delivering measurable growth in brand awareness and engagement.

### Sales Associate | Republic of Korea *Daeyeon Co., Ltd – Nike*

Jun 2024 to Mar 2025

- **Exceeded monthly sales targets by 105%** through customer-centric strategies, **analyzing KPIs** such as conversion rates and average purchase value to identify revenue opportunities.
- Enhanced brand visibility and operational efficiency by delivering personalized product recommendations and streamlining inventory management to ensure seamless product availability during peak seasons.
- Gained cross-functional marketing insights from Nike **headquarters training** in sales, merchandising, and visual branding, applying knowledge to improve campaign-style initiatives in-store.

### Personal Trainer | Republic of Korea *JJ Fitness Center*

Sep 2023 to May 2024

- **Designed and promoted seasonal marketing strategies** and outreach initiatives, enhancing long-term customer loyalty.
- **Managed social media platforms** and produced digital marketing content, effectively increasing brand visibility and generating consistent client inquiries.
- Achieved the highest client **renewal rate of 30%** by maintaining strong engagement through offering personalized programs to client needs.

## EDUCATION

Greystone College – Diploma in Digital Marketing

2025 - in process

Keimyung University - Bachelor's degree in Physical Education

2018 - 2024

## SKILLS

- Customer Acquisition & Conversion Optimization, Performance-Driven Marketing Campaign Execution, Marketing Strategy & Campaign Planning, Cross-Functional Team Collaboration
- Technical: Google Analytics, MS Office, Canva / Languages: English, Korean