

JUNE KIM

DIGITAL MARKETER

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PROFILE

Results-driven Digital Marketer skilled in CRM, SEO, and Social Media strategies. Two years of experience as an E-Commerce Content Manager, leading campaigns with measurable performance improvements. Proven track record of increasing sales, enhancing customer engagement, and streamlining processes. Strong business communication skills used to manage schedules and tasks.

SKILLS

- Social Media Strategy
- Copywriting and Curation
- E-Commerce Marketing
- SEO and CRM
- Content Development
- Brand Campaigns
- Digital Advertising
- Metrics Analysis
- Project Management

WORK EXPERIENCE

Assistant Office Manager | J.Lin Company Ltd
Vancouver, BC

Sep 2024 - Dec 2024

- Branded and localized 11 educational curricula in 3 months, contributing to the development of a new initiative and optimizing process efficiency.
- Oversaw the implementation of new administrative procedures, improving workflows by 20% through effective stakeholder collaboration.
- Prioritized tasks and created operational manuals, leveraging effective client communication and scheduling strategies to reduce errors and improve accuracy.

Junior Content Manager | RIDI Corporation
Seoul, South Korea

Feb 2022 - Jul 2023

- Developed campaign and sourced products for the year-end promotion, driving 3x traffic on launch day and achieving a 71% YoY revenue increase.
- Led a viral April Fools' social media event over 2 days, generating 2,819 website comments and 395 user posts, resulting in a 3.2% ERR and a 20% increase in brand mentions.
- Managed a targeted CRM campaign through app notifications and push messages, resulting in a 34% CTR and 28% CVR, boosting product reviews.
- Utilized sales data and SEO to optimize product curation and CMS displays regularly, leading to a 22% year-over-year rise in paid customers.
- Conducted monthly strategies and content calendars for e-book launches and upcoming events, leveraging KPI data, resulting in a 15.3% YoY revenue growth.

EDUCATION

Diploma in Digital Marketing: Social Media Professional
Greystone College, Vancouver, BC

In Progress

Bachelor of Economics in Urban Planning and Real Estate
Chung-Ang University, Seoul, South Korea

Aug 2021