



Eunji Shim

Marketing

📍 London, UK

✅ Eunji is **Available to work**

[Portfolio link](#)

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Work Preference

Location: Not looking to relocate

Pattern: Open to Full time or Part time work

Employment: Freelance Assignments, Permanent Positions, Hourly Consulting

Skills

Adobe Creative Suite (Advanced)

Adobe Photoshop (Advanced)

Adobe InDesign (Advanced)

Adobe Illustrator (Advanced)

Graphic Design (Advanced)

Digital Designs (Advanced)

Marketing (Advanced)

Digital Marketing (Advanced)

Strategic Marketing (Advanced)

Strategic Marketing Management (Ad...

Social Media Marketing (Advanced)

Content Creation (Advanced)

Branding (Advanced)

Branding & Identity Marketing (Advanced)

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, researching 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

Languages

English (Fluent)

Korean (Native)

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

- 2020 - 2021

Aston Business School

MSc, MSc Strategic Marketing Management
- 2014 - 2018

SANGMYUNG UNIVERSITY

BA, Bachelor of Arts