

Clara Geunhae Kim

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Career Objective

Hard-working student preparing to be a motivated marketing expert ready for communicating with customers through on- and off-line mediums. Seeking to leverage a positive, creative, passionate and diligent personality.

Education

Rochester Institute of Technology

January 2018 - May 2020

Bachelor of Science

Communication

Minor: Marketing

GPA: 3.5

Monroe Community College

September 2015 - December 2017

Associate of Science

Communication

Coursework

Principles of Marketing

Social Media Marketing

Internet Marketing

Public Relations

Public Speaking

Consumer Behavior

Digital Design

Advertising & Promotion Management

Media Writing

Web Foundations

Computer Skills

MS Word

PowerPoint

Adobe Illustrator

Adobe Indesign

Languages

Korean

English

Class Projects

Marketing Plan

Developed a non-existing product in the market yet

Consumer Behavior Report

Studied a company and developed consumer behavior strategy recommendations

Ad-Promotional Plan

Marketing communications plan for Sunnking company

Pitch Deck for Lamar Company

Created a pitch deck for a target market within food and beverage industry

Journal Blog

Personal thoughts on consumer behavior lectures

Quantitative Research Project

Completed a research project about influences of social media on an individual

Research Paper

A research paper about homage, parody, plagiarism and appropriation in visual communication

Volunteer Works

THE AMAZING RACE

September, October 2019

Helped preparatory school students to learn as much as they can about R.I.T and its campus during a tour/race at R.I.T

RIT Career Fair

September, 2019

Helped employers with errands, copies, and other tasks both within and outside of the Field House.

The Walk to End Alzheimer's

October 12th, 2019

Consisted of route marshals, cheer brigade members, advocacy, passing out food, water, blowing up balloons, helping with set up/clean up and more

Work Experiences

GS 25 (GS Retail)

Cashier

Jan. 2012 - May. 2013

Responsibilities in cashier, floor management, customer service, product arrangement, and others

Worked this job with patience, diligence, integrity which kept me long 16-months position.

Innisfree (Amore Pacific)

Floor manager

Jan. 2015 - Aug. 2015

Responsibilities in sales, floor management, customer service, inventory arrangement, and others

Learned that it is very important to know how to communicate with customers as well as understand the product itself

Awards & Acknowledgements

Scholarships at RIT

Phi Theta Kappa Honor Society

Dean's List Every Semester

Hootsuite Platform Certification

Social Marketing Certification