



GyeongBae Jeon

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EDUCATION

Beijing Foreign Studies University

Beijing, China
2019 -2023

- Bachelor's degree, International Economics & Trade
- Dean's List (2020, 2021), Beijing Government Scholarship (2022) | 4 Years Full Tuition
- Student Union President (2021 – 2022)

Calvin University

Michigan, USA
2014 - 2016

- Bachelor's degree, International Relations and Affairs

WORK EXPERIENCE

CIDER, Seoul, Korea | Marketing Associate

2023 June – 2024 Feb

- **Spearheaded campaigns that propelled the CIDER app to the #1 spot in the iOS real-time app downloads for the shopping category, secured the #1 position in iOS's most popular free apps, and achieved a Top 20 ranking in the 2023 Fashion E-commerce Monthly Active Users.**
- Led Performance Marketing initiatives across platforms like Naver and Kakao. Drove 200% increase in campaign performance with a consistent 26% monthly growth rate in average. This involved daily management of Naver Ads (including Brand Search, Search, and Display Ads) and strategic planning that yielded results above. Revitalized Kakao Ads (Kakaobiz, CPS, Display Ads) campaigns, turning a 70% decline into a 110% growth post-execution. Facilitated seamless collaboration between Kakao Account Managers, the Naver Team, and external marketing agencies, ensuring strategies were realigned with internal teams and executed according to detailed timelines.
- Orchestrated Offline Pop-up events and operation that attracted three times the usual visitor rate of the venue and sparked a 7,243% surge in SNS search rates, overseeing all aspects from viral marketing to press releases and contract negotiations.
- Developed and managed an Ambassador Program that outperformed existing collections in both conversion rates and profitability. This initiative leveraged short videos and social feeds, maximizing user-generated content quality and quantity, ultimately delivering ninefold returns on the investment in Gross Merchandise Value.
- Pioneered CRM Marketing strategies, employing tools like Kakao Channel, Kakao Chatbot, and Kakao Alimtalk for customer service management, creating internal SOPs, and integrating customer service push notifications.
- Managed and improved logistics operations through daily communication with local partners, formulation of internal SOPs, and prompt resolution of operational challenges.

CIDER, Seoul, Korea | Marketing Intern

2021 July – 2023 May

- Elevated SNS Content Marketing effectiveness, notably increasing Naver Blog daily visitors by 81% and doubling follower count within six months.
- Conducted Focus Group Interviews to gather comprehensive user feedback on UI/UX and product offerings, facilitating targeted improvements.
- Coordinated in-house and cooperative Influencer Marketing campaigns across platforms like Naver, Instagram, and YouTube, fostering active collaboration with Key Opinion Leaders(KOLs) and establishing local SOPs.
- Led Viral Marketing initiatives that achieved returns, with a Naver campaign generating 5.4 times the PR value for the cost and Instagram campaigns yielding 1.4 times the media value.

LANGUAGE & SKILLS

Korean (Native), English (Native), Chinese (HSK5), Japanese, Turkish / Photoshop, Illustrator, Figma, Excel