

# Juhyun (Michelle) Kim

juhyun.kim@emory.edu • 202-498-2060 • [LinkedIn](#)

## EDUCATION

### Emory University, Goizueta Business School

*Bachelor of Business Administration, Marketing and Organization & Management*

Cumulative GPA: 3.76/4.0

Atlanta, GA

May 2027

## WORK EXPERIENCE

### Emory AI & Digital Commerce Research Lab

*Research Assistant*

Atlanta, GA

Mar. 2026 – Present

- Design A/B tests and analyze performance data to generate actionable business strategy recommendations
- Evaluate pricing experiments and user-behavior to identify customer needs, market trends, and growth positioning
- Translate AI research into clear business insights for an AI-powered Shopify personalization platform
- Apply AI tools to streamline digital workflows, improve operational efficiency, and reduce turnaround time

### Easel

*Marketing Intern*

Los Angeles, CA

May 2026 – Jul. 2026

- Analyzed campaign KPIs and engagement data to identify performance gaps and optimization opportunities
- Executed 3+ integrated campaigns, generating 100+ leads and 30K+ digital engagement across channels
- Managed budgets, timelines, and deliverables while coordinating execution across cross-functional teams
- Directed live event operations and on-site delivery to strengthen customer experience and campaign execution

### SAMT America LLC.

*Business Management Intern*

San Jose, CA

Jun. 2025 – Aug. 2025

- Automated Microsoft Excel tracking for \$400M+ in sales, improving data accuracy, reporting, and decision support
- Led B2B business development program and market outreach, recruiting 20+ Apple reseller partners
- Coordinated timelines and deliverables across marketing and sales stakeholders to support business objectives
- Developed a business-aligned promotional video strategy aligned with objectives, reducing production costs by 7%

### AAMBC Inc.

*Digital Marketing Strategist Intern*

Atlanta, GA

Jan. 2025 – May 2025

- Analyzed campaign KPIs, SEO data, and audience trends to identify optimization solutions, increasing views by 5%
- Developed multichannel content strategies informed by customer behavior, market insights, and business goals
- Monitored real-time campaign performance reaching 2,000+ viewers and increasing audience engagement by 15%
- Created cross-platform assets and messaging to support consistent stakeholder and customer communications

### Sandbox Network

*Content Creator*

Seoul, South Korea

Jul. 2019 – Jul. 2023

- Managed relationships with 10+ brand partners, translating requirements from negotiation through execution
- Produced daily digital content for 1M+ TikTok followers, achieving average annual follower growth of 250K+
- Executed global brand campaigns including Samsung, Umbro, Kakao, and YouTube to drive audience engagement
- Coordinated production schedules and mentored junior creators to maintain quality and ensure on-time delivery

## LEADERSHIP & COMMUNITY INVOLVEMENT

### Research and Investment Securities at Emory

*Chief Marketing Officer*

Atlanta, GA

Sep. 2025 – Present

- Lead weekly digital initiatives communicating executive updates, organizational achievements, and member value
- Coordinate semesterly headshots to maintain professional member directory and exhibit organizational leadership
- Execute marketing strategies to strengthen the organization's online presence and to increase overall engagement

### Aperture International Student Film Festival

*Festival Programmer*

Atlanta, GA

Jan. 2025 – May 2025

- Conducted targeted outreach to 20+ universities, building relationships that generated 60+ festival submissions
- Evaluated submissions and coordinate festival programming, culminating in four graduate student film awards
- Enhanced engagement by coordinating film screenings and facilitating post-screening discussions with filmmakers

## ADDITIONAL INFORMATION

**Other Activities:** Audiovisual Assistant, Oxford Fusion Dance Club Captain, Alpha Kappa Psi Business Fraternity

**Skills:** Korean (Native), Microsoft Excel, Data Analysis, AI Tools (ChatGPT, Higgsfield), Canva, Google Workspace

**Interests:** Ceramics, Photography, Film Production, Travel (Singapore), Choreography, Ukulele, Volleyball, Formula 1