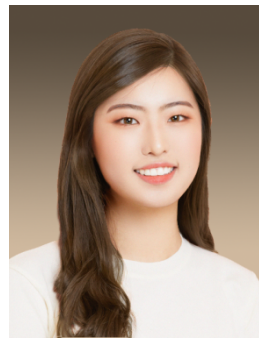


Gayoung Lim

1 Gwanak-ro, Gwanak-gu, Seoul | Seoul National University
010-4182-0145
gy14197@gmail.com



SKILLS

Microsoft Office
Adobe Photoshop
Adobe Illustrator
Adobe XD

LANGUAGES

Korean: Native Speaker
English: Business Fluent
- TOEIC 990 (July 2019)
- OPIc AL (September 2019)
Chinese: Conversational
Japanese: Conversational

EDUCATION

Seoul National University, Seoul

MARCH 2015 - PRESENT (Expected to graduate in August 2020)

Bachelor of Arts, Major in Aesthetics

Minor in Merchandising, Textiles and Fashion Design

Hokkaido University, Sapporo, Japan

SEPTEMBER 2018 - FEBRUARY 2019

HUSTEP (Hokkaido University Short Term Exchange Program)

National Taiwan Normal University, Taipei, Taiwan

JANUARY 2018

Mandarin Training Center (A Full-ride Scholarship)

National Taiwan University, Taipei, Taiwan

JULY 2017

NTU Plus Academy Summer+ Program : Chinese Classics and Culture (A Full-ride Scholarship)

EXTRACURRICULAR ACTIVITIES

UNDERGRADUATE INTERNSHIP

COM:FORT LAB

College of Human Ecology, Seoul National University

FEBRUARY 2020-PRESENT

PR RESEARCH ASSISTANT

WFP(World Food Programme)

Seoul, WFP Korea Office

MARCH 2020- PRESENT

SNU Consulting Society T-um

College of Business Administration, Seoul National University

SEPTEMBER 2019 - PRESENT

President

In my current role I am responsible for:

- Cooperating with Seoul Metropolitan Government and Gwanak-gu Office by offering free management consulting services to small businesses
- Conducting strategic analysis including market research and competitor analysis
- Generating actionable insights; establishing a new e-commerce channel and developing a partnership business with SNU Student Club Association

[CRAMONG] CSR Consulting Project

Fashion E-Business, Seoul National University

OCTOBER 2019 - PRESENT

Project Manager

As part of my work as a project manager, I:

- Research and analyze relevant research articles and perform case studies on CSR (Corporate Social Responsibility)
- Review and redesign CSR activities and communication strategies to reinforce brand identity; create infographics and visualization to upload on the e-commerce channel and social media of the brand
- Plan and co-ordinate group activities effectively and efficiently as a leader

SNU Buddy

Office of International Affairs, Seoul National University

JANUARY - JUNE 2018

Designer

Whilst volunteering at the OIA, I:

- Created and managed online content; designed monthly calendars and event announcement posters
- Organized and arranged events for 300+ inbound exchange students including budgeting and performing design works of souvenir items