

KOH JAE HYEON

hello@breitconsulting.net

T: 01084429637

EDUCATION

Hankuk University of Foreign Studies (한국외대) – Seoul
German Studies B.A. Mar 2013 – Aug 2018 (Dropped out)

Karlsruhochschule – Karlsruhe, Germany
International Business and Marketing B.A. Sep 2019 – Nov 2020
Member – KarlsBeratung e.V. Consulting solutions for start-ups in Karlsruhe

EXPERIENCE

MDPI Korea – Seoul, South Korea

Marketing Specialist Mar - June 2024, Marketing Assistant July 2024 – Jan 2025

- Managed Email Marketing Campaigns targeted for clients (professors, researchers) and tailored custom email templates to best suit the client profiles (Korean academic community). Created framework to best analyze campaign KPIs to marketing managers. Initiated A/B testing of various email contents to improve performance. Maintained email outreach to over +1000 clients.
- Designed HTML email templates for APAC offices and created comprehensive training materials on strategizing email marketing for academic scholars via newsletters and managing HTML emails using Thunderbird, Outlook, HubSpot as well as MailMerge functions.
- Planned strategic frameworks to establish partnership with academic institutions among top Korean universities and Korean scientific societies. Established partnerships (Institutional Open Access Program) with 10 various institutions such as Kyung Hee University, Chung-Ang University, Catholic University of Korea, and the Pharmaceutical Society of Korea. Provided quantitative analysis of journal submissions and publications trends for institutions.
- Conducted market research on the academic industry and analyzed research topic trends for scientific journals. Managed administrative tasks such as engaging with clients via phone line, expense reports, customer relationship management reports and weekly reports to the management team.

FARO Technologies GmbH & CO. KG – Stuttgart, Germany

Online Marketing Working Student Sep 2019 – Sep 2020

- Supported regional marketing managers (DACH, EMEA) by creating social media performance datasets and conducted comprehensive analysis of ICP (Ideal Customer Profiles) among B2B businesses.
- Delivered monthly comprehensive KPI reports with marketing tools and analyses to marketing managers. Assisted in maintaining customer engagement and lead generation rate (AdWords, Salesforce) through Social Media marketing campaigns via various mediums (Website, Blog, Newsletter, Eloqua).
- Managed and assisted email marketing contents for newsletters and social media marketing campaigns for the EMEA region.

US Embassy Seoul – Seoul, South Korea

12nd Youth Coordinator - Jun 2017 – Jul 2018

- Developed a workshop for the American Center public institution which incorporates denuclearization of North Korea and 5 countries – a tailored version comparable to the conventional Model United Nations workshops.
- Participated and proceeded with public workshops at national science exhibitions as well as internal events such as panel discussions with diplomats, university fairs, and workshops.

Dream Planners Organization – Changi, Singapore

Investment Analyst Jul 2019 - Sep 2019

- Handled inbound/outbound calls and inquiries from prospects and created a CRM framework for clients in Singapore.
- Created an excel sheet which calculates insurance premiums with certain variables according to various insurance products via formulas.

Samsung Electronics – Seoul & Pyeongchang, South Korea
Product Specialist Jan 2018 – Mar 2018

CERTIFICATES

Introduction to Marketing - University of Pennsylvania, Wharton School

Coursera Certificate April 2018

- Deep knowledge in 4Ps, STP framework development and brand positioning.

Fundamentals of Quantitative Modeling - University of Pennsylvania, Wharton School

Coursera Certificate Dec 2018

- Deep knowledge in analyzing quantitative data and modeling into structured information.

Asset Management – University of Pennsylvania, Wharton School

Executive Online Certificate Oct 2019

- Deep knowledge in asset management; fundamentals, products and asset allocation. Incl. Modern Portfolio Theory, Managing Equities, Managing Bonds, Asset Allocation Models, etc.