

JESSIE KWON

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EDUCATION

Washington University in St. Louis | St. Louis, MO

May 2025

Bachelor of Arts

Majors in Marketing and Fashion Design

- **Honors:** Dean's List

PROFESSIONAL EXPERIENCE

AUDRA | St. Louis, MO

Aug 2024 - Present

Marketing Intern

- Strategically constructing social media content and impactful marketing campaigns, effectively engaging a 4k+ audience
- Developing visually compelling and brand-consistent materials, including monthly product drops, across digital platforms to maximize audience engagement and drive sales
- Collaborating in the planning and execution of blog content and conducting in-depth weekly analyses of marketing performance metrics to inform strategic decision-making

BLOOMINGDALE'S | New York, NY

Jun 2024 - Jul 2024

Buying Intern

- Identified and presented an analysis of key items with high customer engagement to the buying team through comprehensive assortment evaluations, internal financial report analysis, and trend forecasting
- Acquired essential buying skills by pulling reportings, analyzing selling data, shadowing buyers, and attending markets
- Developed a strategic business proposal to scale Bloomingdale's beauty business, which was presented to C-suite executives after collaborating with key partners across buying, planning, digital, and marketing
- Conducted a competitive analysis for women's shoes and fine jewelry, uncovering white space opportunities and potential ideas, and presented the findings to the chief merchant
- Led the development of the summer internship presentation by designing a cohesive style deck and logo, effectively illustrating our recommendations

GUCCI | Seoul, Korea

Jul 2023 - Dec 2023

Client Advisor/ Brand Ambassador

- Recommended personalized styling offerings by engaging with personal clients and upkeeping with the press, media, and new collections, ending up with a total of 328.1% targeted KPI first month
- Leveraged daily sales data on product SKUs to improve visual merchandising and overall store revenue
- Formulated Excel documents keeping track of the new product database and centralized storage of client information, improving accessibility for team members and client communication
- Operated as the primary communicator to executives, and presented store sales data in comparison to the previous year

doors.nyc | New York, NY

May 2022 - Sep 2022

Business Development Associate

- Expanded client outreach by formulating and sending out bulk emails to 2,500+ designers increasing the open and reply rate by 65%, resulting in an overall 12% increase of designers onboard compared to the first month
- Resolved client relations through clients' feedback through active communication and formed potential solutions to improve
- Onboarded 10+ potential clients in Korea and the UK and trained designers for a successful launch in the new market

Marketing and Business Development Intern

Mar 2022 - May 2022

- Researched and approached potential talented designers via social media and emails and expanded the database

SKILLS, ACTIVITIES & INTERESTS

Technical Skills: Microsoft Excel/Powerpoint, Adobe Photoshop/Illustrator, InDesign, Canva, Klaviyo

Profession Skills: Data Analytics, Marketing Strategy, E-Commerce Analytics, Retail Merchandising, Public Speaking

Activities: Tedx (Marketing Executive), Teach ESL (Treasurer), KKG (Apparel Manager), Sam Fox Peer Mentor, Teaching Assistant (Korean), Armour Magazine, Strike Magazine (Fashion Show Stylist/ Merchandise Designer/ Social Media Director), The Ambassador Program at Nordstrom (TAP)

Interests: Travel, Musical Theater, Content-Creation, Photography, Cooking, Pop music, Weightlifting, Pilates