

# Jisol KIM

+33 07 86 94 52 89 (France) | +82 010 5324 7944 (Korea)  
<https://jisol.kim> | [jisol.kizzy.kim@gmail.com](mailto:jisol.kizzy.kim@gmail.com)

## WORK EXPERIENCES

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### KARLA OTTO

#### *PR Account Assistant*

Seoul, Korea | Dec. 2024 – Feb. 2025 (3 months)

- Supported event and media strategies to drive brand narratives in entertainment and lifestyle, providing insights through weekly/monthly and campaign reports.
- Tripled brand sample placements and doubled media exposure by proactively leveraging and expanding connections with magazines and stylists, especially for KPOP artists and actors.
- Proposed relevant celebrity and influencer partnerships to enhance brand presence and engagement; successfully coordinated 4 events (50–200 guests) and managed a brand launching campaign with 20 bloggers.

### VOGUE KOREA

#### *Fashion Assistant*

Seoul, Korea | Jan. 2024 – Apr. 2024 (4 months)

- Supported editorial production from concept to publication, including researching, sourcing, scheduling, and on-set coordination across print and digital(YouTube, Instagram) to ensure flexible but high-quality outputs.
- Built strong relationships with Japan and France-based brands, doubling collaborative campaigns and increasing press opportunities by over 50% for 20+ brands, securing quality media coverage.
- Facilitated 100+ new global collaborations by spotting emerging local trends in entertainment, lifestyle and art sector with timely execution.

### SHINSEGAE INTERNATIONAL

#### *Global Marketing Intern*

Seoul, Korea | Apr. 2023 – Jul. 2023 (3 months)

- Developed local marketing strategies and created engaging content (social media, press releases, online campaigns, in-store materials) for global brands, aligned with international guidelines and regional customer preferences.
- Conducted weekly and monthly analyses for 5 brands, extracting key market insights and trends for headquarters and PR agencies, to enhance the effectiveness of local targeting.
- Secured HQ approval to renovate content strategy using data-driven insights, resulting in increased customer engagement:
  - Boosted GAP Korea Instagram weekly reach by 35x and engagement by 70x through targeted content optimization.
  - Launched Brunello Cucinelli's KakaoTalk channel, gaining over 10k followers within 1 week.

## EDUCATION

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### SEOUL NATIONAL UNIVERSITY | Bachelor of Science, GPA 4.15 / 4.3

#### *Fashion and Textiles*

Seoul, Korea | Mar. 2019 – Feb. 2025

- Awarded the 'Alumni Association Award' as the valedictorian of the college.
- Recognized for 'Best Bachelor's Thesis' for research on leggings tailored to Korean women.

### UNIVERSITY OF TOKYO | Exchange Student

#### *Arts and Sciences*

Tokyo, Japan | Sep. 2022 – Mar. 2023

- Ranked as Top 20 out of 300 teams in the 'Hakuhodo Brand Design Contest' with the concept 'Take a Breath of Perfume'.
- Led and organized a 3-day program as the leader of 30 participants in the 'Summer Exchange Program' between Seoul National University and University of Tokyo.

## EXTRACURRICULAR ACTIVITIES

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### FASHION BRAND 'LITTERMATE'

Tokyo, Japan | Oct. 2022 – Mar. 2023

- As a member of a Tokyo's student-based brand, successfully managed sales planning for a campus pop-up store, leveraging insights from Instagram, X and an online store, selling out new arrival stocks without shortages.

## ADDITIONAL INFORMATION

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**Language:** Korean (Native), Japanese (Professional), English (Professional), French (Basic), Cantonese (Basic)

**Skills:** Photoshop, Illustrator, Premiere Pro, After Effects, Figma, CLO3D