Chloe (Sieun) Kim

Retail & Channel Marketing

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Portfolio: chloekim.work

SUMMARY

Retail and channel marketer with 6+ years in brand, agency and channel roles, focused on K-beauty in North America. I take programs from strategy to the store floor across launches, events and retail media, reading data and the store floor together to define the next step. Fluent in English and Korean.

SELECTED RESULTS

- **1,100%+** increase over the store's typical daily net sales at a two-day in-store event for a K-beauty brand
- **800%+** average ROAS on Ulta.com under a test-and-scale budget framework I designed
- **400%** Amazon revenue growth over three years across Sponsored Ads and DSP
- **5,500+** visitors to K-Beauty Hall of Fame, a 10-brand pop-up our in-house task force produced

EXPERIENCE

Assistant Manager, Retail Marketing · Goodai Global USA — May 2025 – Nov 2026

Ran retail marketing, reporting to the CEO · Led two direct reports · Planned CEO-approved budgets

- Owned retail media strategy: designed the test-and-scale budget framework, reset measurement around click ROAS, and ran monthly optimization with the Criteo team
- Built and ran launch marketing for a K-beauty brand's Ulta Beauty debut across social, ambassador, paid creator and in-store activity; the initial forecast sold out and 300 stores were added within seven months
- Analyzed TikTok trends and hashtags monthly for a year using Claude, turning them into a shared report and marketing ideas for an 11-brand portfolio
- Planned and ran a K-beauty brand's two-day in-store event in New York, combining education, offers and in-store selling
- Core member of the in-house task force behind K-Beauty Hall of Fame; directed on-site operations
- Led five brand booths end to end at Ulta Beauty's Field Leadership Conference and Ulta Beauty World
- Built the strategy, website and pitch for KMEETSU, a K-beauty category program, leading 80%+ of the work
- Designed a U.S. field team model covering 268 priority stores in six states

Marketing Specialist · Beyond Brand — Sep 2024 – May 2025

- Grew organic traffic 1,092% in four months by rebuilding the SEO strategy
- Managed Meta and Google paid media

Overseas Marketing Manager · ma:nyo — Jan 2021 – Aug 2024

- Grew Amazon revenue 400% over three years through Sponsored Ads and DSP
- Supported the brand's entry into Costco, Ulta Beauty and Target

Planning Team Assistant · TBWA\Worldwide — Jan 2019 – Jun 2019

- Supported global brand campaigns, client proposals and performance analysis

SKILLS

Retail marketing: Category strategy, launches, shopper marketing, experiential events, field operations
Performance marketing: Criteo (Ulta.com), Amazon Sponsored Ads & DSP, Meta, Google
Partnerships: Retailer relationships, agency management, influencer and ambassador programs
AI: AI-assisted trend and hashtag analysis, insight reporting, idea development
Languages: English (fluent), Korean (native)

EDUCATION & CERTIFICATION

Yonsei University, B.A. Culture and Design Management, 2016 – 2020
Nanjing University, Exchange Student, 2018
Google AI Essentials, Specialization Certificate, Google, 2026