

KYUNG JIN (SARAH) CHEY

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EDUCATION

Stanford University

M.A. in Communication, Media Studies track

B.A. in Communication, Minor in Psychology (GPA: 3.9/4.0)

Relevant coursework: Digital Communication, Media Psychology, Social Media, Cultural Psychology, Statistics

Stanford, CA

Sept 2019-June 2020

Sept 2015-June 2019

WORK EXPERIENCE

Estee Lauder Companies

Senior Presidential Associate

Rotation 1: Origins Global Product Marketing

- Conducted a competitive analysis of Olay's product marketing strategy (product positioning, digital communication) in China and synthesized implementable recommendations for Origins.
- Curated 2020 trends via social listening & agency reports and recommended tangible Origins takeaways to the larger PM & PD team, to inform our new product strategy.
- Conducted a deep dive on the active ingredient trends and synthesized best practices for communicating trendy & new active ingredients via product claims.
- Assisted on two key FY23 product launches, working with relevant cross functional teams (Finance, Packaging, GB, Creative) to provide competitive research, market analysis, timeline management, cost objectives, cost topline, etc.

New York, NY

Sept 2020-Current

Sept 2020-April 2021

Kaja Beauty

Product Innovation Intern

- Based on trend reports and social listening, created product inspiration boards and pitched product ideas to assist the director on the start to finish of new product launches.
- Aggregated trends across various sectors via agency reports and social listening to create quarterly trend reports to inform new product innovation.
- As part of my master's project, presented findings and recommendations on how to increase authenticity in social media influencer strategy and ways to reach Gen-Z on social channels.

San Francisco, CA

Sept 2019-March 2020

Bumble and Bumble

E-commerce Intern

- Recommended implementable mobile home page and single product page optimization strategies based on a competitive analysis of within category brand sites, mobile focused sites, new DTC brand sites.
- Pulled and analyzed site KPIs from Google Analytics to inform my recommendations for site optimizations.
- Worked with retailer partners to set up product pages with product copy and creative assets for on new product launches.

New York, NY

July 2019-August 2019

Sephora

Site Experience Intern

- Helped implement an enhanced product description template on product pages informed by requirements and feedback from the merchandising and copy team, resulting in a much more streamlined and consistent template across the site.
- Did a competitive audit of industry best practices and qualitative research with data pulled from Adobe Omniture on product filters to devise a report of recommendations to optimize Sephora filters for leadership.
- Improved accuracy of product information on Sephora.com by collaborating with various merchants on developing a new brand copy asset form (filled out by brands and used by the production team when uploading a new sku on the site).

San Francisco, CA

June 2018-August 2018

Clinique

Global Product Marketing Intern

- Analyzed competitive landscape for product pricing and positioning using NPD and sales data for upcoming launches.
- Conducted competitive research on product marketing strategy of fast growing, trendy competitors and region-specific products (Korea focus) to present a set of implementable recommendations for future launches.
- Supported the global product marketing team at various points of the product launch strategy: kept track of latest launches, conducted regional user research, submitted copy requests, and brainstormed consumer engagement marketing strategies.

New York, NY

April 2018-June 2018

ADDITIONAL INFORMATION

Skills: Microsoft Office, Adobe Omniture, Google Analytics, Final Cut Pro, Instagram, Tiktok, Facebook, Snapchat, YouTube, Qualtrics, mTurk, fluent in Korean, Basic Photoshop