

# Seulgi Ryu

South Korea

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## EXPERIENCE

### **KOICA (Korea International Cooperation Agency), Kyrgyzstan — Intern (PR, Agriculture Projects)**

12/2018 - 05/2019

- Developed and implemented social media strategy. Increased Facebook following by over 200% in less than a half year.
- Created and edited content for the agency's website, wrote company description and collected images required.
- Designed the KOICA office brochure and banner.
- Coordinated cultural events with Korean embassy in Kyrgyzstan, which resulted in increased public relations of Korea in Kyrgyzstan.
- Assisted the crew in developing an investigation and report about the agriculture project. (Increasing agriculture incomes in Ak-Dobo Ail Aimak)
- Prepared monthly and annual coverage ODA reports consolidating 5 to 100+ clippings.
- Developed an excel file to unify office projects data for over 30 projects across 3 languages (ENG, RUS, KOR)
- Coordinated and facilitated all cluster initiative meetings with over 30 private & public sector stakeholders(UNICEF, UN etc).

### **The Face Shop, Australia — Cosmetic Manager**

12/2017 - 05/2018

- Coached and led a team of up to 12 individuals in all aspects of retail operations.
- Increased sales by 20% by instituting a pre-ordering system. Increased overall sales by 25% by creating customer loyalty programs and enhanced customer service within the store.
- Achieved 100% in stock take prep, with a positive result in stock loss.

### **Forever 21, Australia — Fashion Retail Assistant**

10/2017 - 05/2018

- Awarded 'Employee of the month'
- Actively greeting customers and maintaining a level of conversation during their store visit.

## STRENGTHS

### **Computer Skills**

Expert level skill in Microsoft Excel and similar programs to include creating spreadsheets, importing data, creating tables, graphs and pivot tables.

### **Communication**

Excellent presentation and negotiation skills developed over 20+ retail experiences.

### **Multicultural Attitude**

3 years in international positions (Australia, Kyrgyzstan, UK) helped me appreciate cultural nuances

## LANGUAGES

Korean (Native)

English (Proficient)

Russian (Basic)

- Taking decisive action to improve the branch performance.
- Promoting specific lines under the guidance of management.
- Unpacking and checking all new stock deliveries.

## EDUCATION

### **Goldsmiths, University of London, UK — *Master of Arts, MA Arts Administration and Cultural Policy, Merit***

09/2019 -09/ 2020

- Modules and content: Cultural policy, Policy and practice, Marketing and fundraising. Management and professional practice: Work placement and business planning. Organisational culture, Regeneration, Diplomacy and Copyright.
- Optional Module: Cultural Relations & Diplomacy

### **Sungkyul University, South Korea — *Bachelor of Arts, BA Film and Theatre, English Literature (Minor), 3.8/4.5***

02/2012 -03/ 2017

- Received merit based scholarship. (2014,2015 and 2016)
- Received academic scholarship by awarding Gold Prize in English Essay Contest. (05/2016)
- Participated in the Korea 29 Seconds International Film Festival as an actress and staff for the movie titled 'The First Date' which advanced to the finals.

## VOLUNTEERING

### **Migration Museum, UK**

01/2020 - 02/2020

- Welcoming visitors: Providing information looking after the gallery spaces etc.
- Helping with setup and packing down of the exhibition space.
- Helping with the assemblage of the upcoming exhibition.

### **KT&G SangSang Univ, South Korea**

03/2013 - 08/2013

- Gained leadership skills while working with a team of 40 volunteers trying to fundraise for elderly people through a potato collecting project.
- Successfully interviewed around 100 people in Gangnam and promoted smoking spots around Gangnam
- Painted hospital walls and kept people entertained for 100% satisfactory