

YeJun Seo

Department of Management | KoreaTech

E-mail: tjdpwns@koreatech.ac.kr

SUMMARY

- Undergraduate student with strong interests in marketing strategy and strategic management, focusing on industry cases and emerging global trends such as Korean beauty. Demonstrated research competence through academic conference presentations and mixed-method studies, complemented by expertise in text mining and topic modeling using Python.

EDUCATION

Korea University of Technology and Education (KoreaTech)

- B.A. in Convergence Management (Industrial Management Engineering Division)
Mar 2023 - Present

PRESENTATIONS

Seo, Y., Gwak, H., & Kim, T.

- *Emerging Trends in K-Beauty: Insights from Indie Brands through Text Analysis.*
Paper Presented at the 2025 Korea Productivity Association (KPA)

ACTIVITIES

President, ByFor Marketing Club

- Lead a student marketing organization conducting research projects, branding case studies, and consumer analysis.

Consultant, YCA Youth Consulting Association

- Participated in a consulting program supporting a startup client, contributing to market understanding, strategic planning, and team-based problem-solving throughout the project

AWARDS

- Academic Excellence Scholarship, Koreatech - Sophomore (2nd Semester)
- Academic Excellence Scholarship, Koreatech - Sophomore (1st Semester)
- Entrance Merit Scholarship, Koreatech - Freshman Admissio