

SunJung Ko(Evelyn)

Marketing Strategy&Research | MSc Marketing and Branding, University of Sheffield

PROFILE

MSc Marketing & Branding student with hands-on experience in market research, segmentation, and consumer behaviour analysis. Conducted a UK confectionery market research project identifying key target segments and developing marketing recommendations. Gained hands-on experience at a FemTech start-up, conducting national and international competitor analysis to support strategic market positioning.

CONTACT

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Sheffield, UK

EDUCATION

MSc Marketing and Branding

University of Sheffield | 2025 - 2026

Pre-master Business, social sciences

The University of Sheffield international college | 2025 Jan - AUG

EF Language school in Oxford

| 2023 June - Dec

BA Korean Education

The University of Dongguk | 2020 - 2023

SKILLS

Marketing Research & Analysis



Consumer Behaviour Insights



Critical Thinking& Leadership



Content Planning& Design



CERTIFICATIONS

Teaching Certificate (Korean)

LANGUAGE

- Korean
- English

TOOLS/SOFTWARE

- Microsoft Word
- PowerPoint
- Excel
- Canva

PROFESSIONAL EXPERIENCE

2026

April

Marketing Strategy Intern | Bobbi

- Conducted national and international competitor analysis within the FemTech and fitness app market, analysing 7+ competitors to identify strategic gaps
- Evaluated competitors across 4 key benchmarking criteria (features, UX, scientific credibility, pricing) to assess Bobbi's market positioning
- Developed 13 insight-driven feature recommendations spanning must-have improvements and growth delighters — including wearable integration, B2B partnerships, and teen user acquisition — to strengthen Bobbi's unique value proposition and support market differentiation

2023

May

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June

Teaching Practicum | University of Dongguk

- Delivered 4 lessons daily across 10 classes, engaging 300+ students through tailored, participation-driven communication strategies
- Applied audience segmentation principles by conducting one-to-one student consultations, identifying individual needs and customising content accordingly
- Designed learner-centred materials adapted to diverse student profiles, demonstrating ability to translate insight into targeted messaging

MARKETING PROJECTS

2026

Branding Project

Brand Evaluation of Patagonia

- Applied Kapferer's Brand Identity Prism and Keller's CBBE Model to evaluate brand equity, identity, and community structure
- Assessed 4 brand extension types and identified premium pricing and niche positioning as key growth barriers
- Proposed 3 actionable recommendations to improve market accessibility without compromising brand integrity

2025

Marketing Management Team Project

UK Confectionery Market Analysis

- Conducted comprehensive market analysis of the £8.4bn UK confectionery industry using PESTEL and Porter's Five Forces frameworks
- Developed a segmentation and targeting strategy, identifying 3 key consumer segments and selecting 18-34-year-old office workers as the primary target
- Analysed consumer behaviour using industry reports (Mintel, Statista, Innova) to define a "healthier indulgence" positioning strategy
- Designed a full 4Ps marketing strategy, delivering structured recommendations and presenting findings as a final team presentation