

Gina Sim

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EXPERIENCE

Binex Line Corp

Project Manager (Global Expansion) & Market Research Analyst

November 2021 – March 2023

- Led product positioning and market entry strategies, including competitive analysis and localized campaigns, for **20+** new cities, driving **\$5M+** in new revenue
- Built data-driven pricing models that increased profit margins by **12%**—leveraging insights to refine marketing and sales strategies
- Developed sales enablement materials (pitch decks, product guides) for expos like SEMICON and North Coast Wine Expo, leading to **10+** partnerships and a **\$1M** sales pipeline
- Conducted customer research via surveys & focus groups in **10+** international regions, identifying pain points that informed product iteration and messaging strategies, unlocking **\$3.5M+** in revenue
- Collaborated with sales, product, and marketing teams to create standard operating procedures (SOPs) and execution reports, ensuring KPI alignment

CALBOX

Co-Founder/Marketing Lead

January 2019 – November 2021

- Developed and implemented inbound and outbound marketing campaigns—across Paid Ads, SEO, influencer partnerships, and social media platforms—leading to a **20x** YoY revenue growth
- Led the creation of compelling social media content and campaigns, increasing Instagram followers by over **10K** in **3** months and strengthening brand storytelling
- Leveraged Google Analytics to perform data-driven SEO optimizations, boosting organic traffic by **30%** and achieving higher conversion rates
- Collaborated with designers and engineers to build a user-friendly website that streamlined international shipping to three simple steps, achieving a **98%** customer satisfaction rating

Product & Marketing Projects

SunnySide | Product Marketing & Brand Strategy (iOS App for Mental Health)

- Designed GTM plan to launch the mobile app, collaborating with designers & engineers to align branding, UX, and messaging for key audiences
- Conducted competitive analysis of existing mental health apps, translating user pain points into product improvements and an intuitive user interface

JUNA | Marketing Strategy (eCommerce Clothing Brand)

- Executed data-driven paid media campaigns (TikTok, Google Ads, Meta), achieving a **4.2x** ROAS and a **25%** increase in first-time buyer conversion
- Developed outbound marketing strategies, including social media campaigns and personalized packaging, resulting in **\$100K+** revenue in **6** months and an **80%** review rate

EDUCATION

University of California, Berkeley

B.A. Political Economy (*Concentration in Globalization and International Trade*)

International Technological University

MBA - Master of Business Administration (*Concentration in Business Analytics*)

SKILLS

Product Marketing: Go-To-Market (GTM) Strategy, Product Positioning, Storytelling, Competitive Analysis, Sales Enablement, Customer Insights, B2B & B2C Marketing

Creative & Growth Strategy: Influencer Marketing, Creator Economy, Social Media Growth, Performance Marketing (TikTok Ads, Google Ads, Meta), Conversion Optimization, SEO & Content Creation

Data & Analytics: SQL, Google Analytics, A/B Testing, Market Research, Pricing Models, Tableau, Excel

Project Management: Agile, Certified ScrumMaster (CSM), SOP Creation, Cross-functional, Process Optimization