

**Hyebin Kim (Rachel)**  
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## EDUCATION

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**New York University, New York, U.S.**

***Master of Arts in Psychology*** (program started Fall 2018) Expected 05/'20

- Social and Consumer Psychology area of focus
- GPA: 4.0/4.0
- Course-taking: Consumer Behavior, Psychology of Social Behavior, Masters Statistics, Principles of Learning, Research Methods & Experience, Experimental Design and Analysis

**Korea University, Seoul, Korea**

***Bachelor of Business Administration*** 08/'18

- GPA: 96.3/100 (Major GPA 96.2)
- Graduated with great honor
- Course-taking: Management Strategy, Marketing research, Economic Psychology, Cases of Marketing Mix Management, Sustainability Marketing, Advertising Management, etc.

## RESEARCH/TEACHING EXPERIENCE

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**New York University**

***Masters Research Assistant***, The Consumer Well-being Lab 02/'19 – Present

- Currently researching how photo types affect memory perspective
- PI: Dr. Alixandra Barasch

***Masters Research Assistant***, Social Neuroscience Lab, Dept. of Psychology 09/'18 - Present

- Currently researching instrumental learning of attitudes
- PI: Dr. David Amodio

***Masters Research Assistant***, Conceptual Development and Social Cognition Lab 09/'18 – 12/18

- PI: Dr. Marjorie Rhodes

**Korea University**

***Researcher***, Undergraduate Research Team, Dept. of Psychology 09/'17- 02/'18

- Received a research grant as part of 2017 Walden Project
- Researched how environmental-friendly behaviors by customers can be initiated by different types of psychological stimuli

**Member**, Local Community Revitalization Strategy Project, Business School 09/'17 – 12/'17

- Conducted a prospective customer survey and a field study to support the strategy on revitalizing local community, supervised by Dr. Sang Yong Kim

**Member**, Consumer Behavior Team Project, Business School 03/'17 – 05/'17

- Designed research, collected data and analyzed the data with SPSS to research the consumers' purchase behavior in convenience stores, supervised by Dr. Song-Oh Yoon

**Gukpoong 2000** 09/'14 – 08/'15

**English Tutor**, Lecturing Department

- Taught local middle school and high school students English listening and reading

## **PROFESSIONAL EXPERIENCE**

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**MYREALTRIP** 12/'16 – 02/'17

**Intern**, Business Development Team, *Seoul, Korea*

- Communicated with international partner companies and participated in meetings to develop business strategies and marketing plans in a global travel platform company

## **PRESENTATIONS**

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**“Plus Your IDEA”, 2015 Lotte Business Idea Contest** 01/'15 – 03/'15

- Analyzed current market situation of multiplex theater, proposed marketing strategy of 'cinema gallery' to target active seniors in movie theaters
- Conducted potential customer survey and focus group interview to acquire better insight of consumer behavior patterns

**2015 3M Nexcare Undergraduate Marketing Idea Contest** 01/'15 – 03/'15

- Researched the reason underlying low usage rate of dust mask among university students and proposed product promotion strategy of 3M Nexcare

## **HONORS & RECOGNITIONS**

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Veritas program Scholarship (2017 Walden Project Research Grant) **09/'17**

Korea University Pi-Ville Student Council Scholarship **01/'17**

Academic Excellence Scholarship for Freshmen **03/'14**

Dean's list, Business School, Korea University **12/'17, 12/'16, 12/'15, 06/'15, 12/'14, 06/'14**

## **OTHER INFORMATION**

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**Language:** English (fluent), Korean (native), Chinese (intermediate)

**Technical skills:** SPSS (advanced), R, Qualtrics (intermediate), Microsoft Excel (intermediate)

**Overseas experiences:** studying abroad in Saint Louis, Missouri, U.S. ('09-'11), exchange student program in Cologne, Germany ('15-'16)