

Soyoun Ann Kim

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PR and marketing strategist with five years of field experience and four years of academic studies. Skilled at building marketing strategies, consulting on campaigns, coordinating events, and managing crises.

EDUCATION

University of Washington

Master's degree, Master of Communication in Communities and Networks (GPA: 3.88/4.0)

Seattle, WA

Sep 2021 – Mar 2023

Sungkyunkwan University

Master of Arts in Communication Studies (GPA: 4.22 / 4.5)

Seoul, South Korea

Mar 2015 – Aug 2017

- Academic paper: *The Effect of Fit and Unexpectedness of Art Collaboration in Brand Image, Artist Image, and Purchase Intention.*

Duksung Women's University

Bachelor of Arts in Art History (GPA: 3.55 / 4.5)

Seoul, South Korea

Mar 2011 - Feb 2015

WORK EXPERIENCE

Korean Community Service Center(KCSC)

Marketing Strategist (Contract)

United States(Remote)

Apr 2024 – Now

- Developed impactful campaign strategy marketing strategies with overall messaging, voice, and tone in both English and Korean to support Korean-Americans in overcoming the cultural stigma surrounding mental health and promote mental health awareness.
- Designed and produced engaging creatives, including posters and short videos, to effectively promote the campaign.

Ruggable

Korean Language Brand Copywriter (Part-time)

United States(Remote)

Feb 2024 – Now

- Strategically manage Korean language, culture, and stylistic elements in all copies and creatives, ensuring alignment with brand standards and audience preferences.
- Expertly translate English to Korean with creative flair and maintain the voice and tone of the brand.
- Ensure the quality and accuracy of Korean language translations and created Korean language creative guidelines.

Urban Creator Inc.

Senior Account Manager (Freelance)

United States(Remote)

May 2024 – May 2024

- Devised and executed compelling storylines for pitch decks, significantly enhancing client presentations and business development efforts.

s2s Public Relations

PR account coordinator & digital content specialist (Part-time)

Seattle, WA

May 2023 – Sep 2023

- Supported in-house and client PR strategies, including content marketing and press releases in digital health, life sciences, and medtech.
- Boosted client engagement by monitoring media, creating tailored graphic designs, and analyzing competitors for UX design improvements.

Restart Partners

Marketing Strategist (Contract)

Seattle, WA

Mar 2023 – Jun 2023

- Continued post-graduation work on the 'Boost Your Business Online' project, managing and participating in four sessions.
- Achieved a 400% increase in session participants by implementing an effective marketing strategy.

Communication Leadership Consulting at the University of Washington

Marketing Strategist (Contract)

Seattle, WA

Jan 2023 – Mar 2023

- Developed comprehensive marketing strategies with overall messaging, voice, and tone in both English and Korean to increase participation in four sessions, based on research conducted to analyze project needs.
- Designed posters and Instagram content, and established guidelines for logo creation. Authored an article to promote the project to the public.

Outreach & Community Manager (Part-time)

April 2022 – Mar 2023

- Served as the primary contact for clients and volunteers throughout their relationship with our program.
- Managed Communication Leadership Consulting's Instagram, engaging with students and clients to drive growth.

Rainbow Communication & Consulting (Public Relations Agency)

Public Relations Account Manager (Full-time)

Seoul, South Korea

Feb 2018 – Feb 2021

- Managed relationships with 15 clients, including the Korea Disease Control and Prevention Agency (KDCA) and Statistics Korea. Served as the primary contact for partners and clients while overseeing multiple campaigns simultaneously.
- Oversaw more than 25 pitch deck storylines, designs and strategic programs, achieving a 61% bidding win rate in 2019 and 45% in 2020, significantly surpassing the industry average of 30%.
- Managed daily social media content (including holidays and during the pandemic), and executed targeted paid media advertising campaigns on Instagram, Facebook, and websites, resulting in increased engagement and reach.
- Successfully planned and coordinated 14 diverse events, ranging from small booths and contests to large-scale festivals, ensuring seamless execution and high participant satisfaction.