

Soyoun Ann Kim

Public Relations Communicator

PROFESSIONAL PROFILE

A communication leader with 3-years of field experience and 2-years academic studies. Skilled at working with internal and external stakeholders, coordinating online and offline content, consulting campaigns, and crisis management.

CONTACT

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EDUCATION

- **Master's Degree
Communication Leadership**
University of Washington
Seattle, WA (2021 - now)
- **Master of Arts
in Communication Studies**
Sungkyunkwan University
Seoul, Korea (2015 - 2017)
- **Bachelor of Arts in Art History**
Duksung Women's University
Seoul, Korea (2011 - 2015)

SKILLS

- Campaign Consulting
- Event Coordinating
- Content Development
- Planning and Time Scheduling
- Proficient in MS Office
- Skilled in SPSS, AMOS, Adobe Illustrator, and Adobe Premiere Pro

LANGUAGES

- English - Fluent
- Korean - Native

WORK EXPERIENCE

Marketing Strategist

Communication Leadership Consulting at the University of Washington/ Seattle, WA / 2023 - Now

- Build marketing strategies that attract people to get into the training sessions
- Set up the overall messages, voice & tones, and research in both languages(Eng/Kor)

Community Manager

Communication Leadership Consulting at the University of Washington/ Seattle, WA / 2022 - Now

- Volunteer's primary contact throughout their relationship with our program
- Leading project scope meetings between clients & volunteers
- Engaging with students to drive growth for the consultancy
- Manage the Communication Leadership Consulting Instagram

Outreach Manager

Communication Leadership Consulting at the University of Washington/ Seattle, WA / 2022

- Client's primary resource throughout their relationship with our program
- Manage the Communication Leadership Consulting Instagram

Student Ambassador

Communication Leadership at the University of Washington/ Seattle, WA / 2021 - 2022

- Represent graduate program to prospective students
- Worked on international student recruitment strategy; made lists of fifteen well-known Korean universities, translate promotion letters into Korean, and reach out through email - Application number increased 20% compared to 2021.
- Attend/assist online Q&A Session and offline booth

PR Consultant

Rainbow Communication & Consulting (Public Relation Agency) / Seoul, Korea / 2018-2021

- Worked with 15 clients (public organizations) - Korea Disease Control and Prevention Agency (KDCA), Statistics Korea etc.
- Managed daily social media presence for clients in government and public-owned business categories including on holidays
- Coordinated outreach events for campaigns with the goal of spreading the organization's messages
- Being the primary point of contact with partners and clients, and preserved networks by communicating regularly before and after events/projects.
- Managed multiple campaigns simultaneously (held three events from different clients in one week)

Research Assistant

Sungkyunkwan University / Seoul, Korea / 2015 - 2017

- Presented the paper 'Communicating MERS Information: The Importance of Time in Crisis' at International Association for Media Communication Research (IAMCR) Annual Conference 2016