

# 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

### Duksung Women's University

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

Seoul, South Korea

Mar 2011 – Feb 2015

## WORK EXPERIENCE

### Highspring

Digital Content Analyst (Full-time)

United States (Remote)

Oct 2025 – Now

- Performed detailed analysis of digital ad content and landing pages, delivering high-quality, policy-compliant reviews with strong attention to detail.

### Rhee Bros.

Category Manager (Full-time)

Hanover, MD

Aug 2024 – Aug 2025

- Spearheaded developing, managing, and distributing a diverse range of pan-Asian food products, expanding market presence across the U.S.

### Korean Community Service Center(KCSC)

Marketing Strategist (Contract)

United States (Remote)

Apr 2024 – Aug 2024

- Developed impactful 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.

### Ruggable

Korean Language Brand Copywriter (Part-time)

United States (Remote)

Feb 2024 – Aug 2024

- Strategically manage Korean language, culture, and stylistic elements in all copies and creatives, ensuring alignment with brand standards and audience preferences.

### s2s Public Relations

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

Seattle, WA

May 2023 – Sep 2023

- Assisted client engagement by monitoring media, creating tailored graphic designs, and analyzing competitors for UX design improvements in digital health, life sciences, and medtech.

### 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.

### 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 15 client accounts, delivering multi-channel campaigns and strategic pitch materials with bid win rates well above industry benchmarks
- Executed digital, paid social, and event initiatives across 14 projects, driving engagement and ensuring high-quality execution