

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 Seattle, WA
Master's degree, Master of Communication in Communities and Networks (GPA: 3.88/4.0) Sep 2021 – Mar 2023

Sungkyunkwan University Seoul, South Korea
Master of Arts in Communication Studies (GPA: 4.22 / 4.5) Mar 2015 – Aug 2017

Duksung Women's University Seoul, South Korea
Bachelor of Arts in Art History (GPA: 3.55 / 4.5) Mar 2011 - Feb 2015

WORK EXPERIENCE

Rhee Bros. Hanover, MD
Category Manager Aug 2024 – Now

- 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) United States (Remote)
Marketing Strategist (Contract) 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 United States (Remote)
Korean Language Brand Copywriter (Part-time) 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 Seattle, WA
PR account coordinator & digital content specialist (Part-time) 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 Seattle, WA
Marketing Strategist (Contract) 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 Seattle, WA
Marketing Strategist (Contract) 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) Seoul, South Korea
Public Relations Account Manager (Full-time) 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.