

Emily Kim

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EXPERIENCE

Google (via Magnit & The Sage Group) — Insights Manager JAN 2023 - CURRENT

- Develop measurement frameworks and deliver social insights deliverables (owned & earned reporting and dashboards) for Google & YouTube product marketing teams
- Build & establish best-in-class social listening & measurement programs for YouTube, Google Search & AI products to address key questions and inform marketing initiatives
- Conduct audience & category research using data from digital, social media & offline sources to inform marketing & product roadmaps and launches
- Manage and direct external research vendors to ensure key project timelines & deliverables are met

Twitter — Researcher, Marketing & Brand Insights OCT 2020 - JAN 2023

- Responsible for supporting research efforts across Twitter's consumer, product & brand marketing programs from end to end, including creative testing, brand lift studies, conversational analytics, dashboard design & audience insights
- Developed & managed foundational Creator research panel (375+ members) with a focus on better understanding & collaborating with content creators & influencers
- Sourced and managed relationships with external research vendors, as well as evaluated vendor performance & deliverable timelines on a quarterly basis
- Synthesized research data from various sources and presented findings to key stakeholders on XFN teams including Social, Consumer Product Marketing, Culture & Experiential, and ArtHouse (Creator & Influencer Management)

Pereira O'Dell — Sr. Strategist, Data & Insights FEB 2018 - AUG 2020

Clients: Adobe, The Cheesecake Factory, Deutsch Family Wine & Spirits, Fifth Third Bank, IGNITE National, BMW MINI, ProFlowers, Rakuten, Rover, Zelle & new biz

- Led the development, execution, and management of measurement plans & reports for creative, digital, and social campaigns for 10+ clients
- Collaborated and communicated regularly with strategy & creative teams to ensure new business pitches were data & research-driven, leading to 6 wins for the agency
- Tracked community conversations through social listening to identify potential target audiences and key influencers, content trends, brand sentiment, competitive intelligence, etc.

Warner Bros./Machinima — Business Intelligence Analyst JUNE 2017 - FEB 2018

- Performed deep dive analyses for 1000+ network talent partners to identify areas for optimization, grow online presence/subscriptions, develop cross-promotional opportunities, and boost channel monetization
- Ideated, designed, and published interactive Tableau dashboards that allowed teams to proactively monitor performance of owned & talent partner channels

Blue449 (Publicis Groupe) — Digital Analyst AUG 2015 - JUNE 2017

Clients: T-Mobile, MetroPCS

- Responsible for delivering weekly, monthly, and ad hoc campaign reports and managing Tableau dashboards for digital and social media clients
- Identified relevant performance trends and provided recommendations for future campaigns and initiatives, primarily focused on viewability, digital direct response, brand remessaging, and TV attribution

RPA — Social Media Analyst SEPT 2014 - AUG 2015

Clients: Honda, Tempur + Sealy, Stearns & Foster, ARCO, ampm, The LA Clippers, MGM Resorts International (Mandalay Bay, Delano), Apartments.com

- Led data analysis and reporting on all social-related campaigns and platform tests and provided actionable, data-driven insights and recommendations for future digital content strategies on monthly, quarterly, and semi-annual basis

The Walt Disney Company — Undergraduate Associate FEB 2014 - AUG 2014

- Worked closely with business intelligence and content development teams on all social-related projects (ad hoc reporting, case studies) and reporting for Disney and Disney Pixar (1B+ fans & 350+ properties), including associated franchises and IP

SUMMARY

Experienced data storyteller bridging the gap between analytics and actionable insights to help inform business decisions

SKILLS

Microsoft Excel, Social & Video Analytics (TikTok, Facebook, Instagram, Twitter, Pinterest, YouTube, Tubular, LinkedIn), Research Panel Operations (Recruitment, Vendor Management, Survey Creation & Analysis), Social Listening & Sentiment (Brandwatch, Crimson Hexagon, NetBase, Sprinklr, Synthesio, Affinio), Audience Insights, MRI Simmons, GWI, Helixa, Zappi, Tableau (Data Visualization), Newsletter & Blog Post Creation, Digital & Mobile Photography

LANGUAGES

Fluent Spanish, conversational Korean, basic Italian

EDUCATION

University of Southern California

B.A. Communication

Minor: Business Law

Honors

Presidential Scholar, National Merit Scholar, Dean's List '10-'13, Graduated in three years

VOLUNTEERING

- Seattle Arts & Lectures
- USC Annenberg Alumni Mentorship Program