**Songyi Kim**

#608, 16-14, Jayang-ro 21 gil, Gwangjin-gu, Seoul | (+82) 10-7276-4648 | ksl4640@gmail.com

**EDUCATION**

**State University of New York at Stony Brook** New York, US

*Bachelor of Arts, Political Science with International Relations Concentration*  Aug 2015

**11 High school/ 68 Middle School /Pingchuen Elementary School** Changchun, CNAttended school from elementary to high for 5 years Sep 20XX – Aug 20XX

**WORK EXPERIENCE**

**Dailycar** Seoul, KR

*Reporter*  Dec 2015 – June 2016

* Led Digital Advertising (DA) and worked on its efficiency analysis including budget planning and distribution strategy and directed various ad operations on Facebook, Google Adwords, Naver Brand Search Ads, YouTube Keyword re-targeting strategy, establishing brand and trend keywords, associative searches, and top exposure strategies
* Worked closely with the marketing and PR department (from which company?where?) to formulate eye-catching articles for promotions
* Gained writing skills through writing over 3,000 articles as an automotive journalist for 3 years
* Demonstrated analytical skills by achieving over 690,000 views on an article about the automotive industry
* Improved research skills by monitoring global automotive industry and performance of different companies
* Developed translation skills between English and Korean, and between Chinese and Korean
* Worked closely with agencies to establish influencers marketing strategies for Kakao, Naver, and Facebook platforms
* Proposed and planned strategies to expose articles to the main section on Naver and Kakao portal

*Project Manager of Car Design Competition* Jan 2016 – June 2018

* Spearheaded the Car Design Competition, and shaped strategies for awareness improvement (for what?) and achieved the competition’s sustainability by holding the 2nd competition in the following year
* Proved marketing skills on the Car Design Competition in Google Adwords, Press Release, and Facebook Ads by gaining 338 applications from 11 countries for the competition
* Handled the overall application process including managing applicants’ accounts, planning exhibition, and the process of inviting judges and selecting winners for the awards ceremony -> the lists following the ‘application process’ don’t really seem to be related to it tightly. Either change ‘application process’ to something else or remove unrelated items from the list. I don’t really understand this one.
* Cultivated communication skills from coordinating the competition with judges, winners, and applicants

*Project Leader of Dailycar Design Award 2017*  May 2017 – Nov 2017

* Executed overall the process of the Daily Design Award project including writing articles about the result in English, conducting its award ceremony, and coordinating 70 actors in Korean automotive industry to be attend
* Proactively led the project by seeking expert advice from professors, patent attorney, and government
* Gained hands-on experience in marketing skills by working on KPI setting and reporting AD results

**SKILLS**

* **Technical Skills:** Expert level knowledge in Microsoft Office Suite (Word, Excel, and PowerPoint)
* **Social Media platforms:** YouTube, Instagram, Facebook, and Twitter
* **Languages:** Proficient in business English (TOEIC 975 scores and OPIC Intermediate High) and in Mandarin Chinese (New HSK 6th grade; the top rank)