**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 operation 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 cohesively with the marketing and PR department 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 identifying the global automotive industry and monitoring performance by a company
* Developed translation skills from English into Korean (vice versa) and from Chinese into Korea (vice versa)
* Worked closely with agencies to establish influencers marketing strategies for Kakao, Naver, and Facebook
* Proposed and planned strategies for formulating article to be exposed on the main section of 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 and achieved successfully 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 to the competition with organizing its foundation
* Handled overall application process including managing applicants’ accounts and planning exhibition, an awards ceremony with the process of inviting judges and selecting winners
* Cultivated communication skills by 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 to be attended in Korean automotive industry
* Proactively led the project by seeking expert advice such as professors, patent attorney, and government
* Gained hands-on experience in marketing skills by working on KPI setting, 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 925 scores and OPIC Intermediate High) and in Mandarin Chinese (New HSK 6th grade; the highest rank)