Raiden Jay Kim
Marketing Specialist

Personal Info
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Professional Summary
Marketing professional skilled in crafting compelling product and content solutions within dynamic environments

Experienced in both product development and marketing support roles.

Excel in leveraging data-driven insights and coordinating cross-functional teams to bring products from concept to market.

Skills
Content Development:
Facebook Ads, SEO
Camtasia, Premiere Pro
Excel, PowerPoint
VBA & Macros

Software Languages:
HTML, CSS, SQL
C, C++, Python, Java

Project Management:
Monday.com, Conceptboard
Power BI, Salesforce

Certifications
AWS Cloud Practitioner
Forrester's B2B Marketing
Mendix App Developer

WORK EXPERIENCE

SIEMENS

Marketing Specialist　　　　　　　　　　　　*May 2022 - Present*

- **Developed and deployed software solution trials** across industries, including medical devices, aerospace, defense, and retail products, within a cloud environment, increasing **trial user activity by 250%** through streamlined user experience.
- Designed and launched **30+ landing pages and automated email campaigns**, driving a **50% increase in trial signups** and accelerating lead progression.
- Provided business context and data expertise for a **Power BI solution** tracking software trial performance, segmentation, and pipeline conversion using Salesforce data.
- **Implemented an AI-powered chatbot** for an internal generative AI initiative with enhanced communication of product value propositions.
- Built and promoted internal marketing capabilities through an **AWS-hosted webpage**, showcasing demos, trials, and various CAD datasets and assets for cross-functional teams.
- Developed Microsoft **SharePoint** site utilizing custom scripts and PowerApps to promote technical marketing capabilities and improve internal visibility.
- **Collaborated with web development teams** and industry stakeholders to deploy content and optimize trial webpage layouts.
- Generated low-code apps using **Mendix** to **automate stakeholder project approval process** and to aggregate and track details of various software solutions.

Sr. Product Development Engineer　　　　　*February 2018 - May 2022*

- **Invented four granted patents and one pending patent** regarding product design innovations, where two of the inventions are currently deployed in existing products.
- **Led end-to-end development** of multiple energy products, from concept brainstorming and prototyping to production optimization.
- Successfully launched products that contributed to **$200 million in annual revenue** and improved production efficiency by **15%.**

PROJECT EXPERIENCE

YouTube Channel Video Creation & Data Analysis

Content Developer　　　　　　　　　　　　*November 2020 - Present*

- Utilized YouTube viewer analytics, algorithms, and SEO in energizing the video's online search presence, leading to enhanced content visibility.
- Currently operating a channel with **50,000 subscribers and 10 million** total views.

Website Portfolio: https://raiden3070.github.io/RaidenKimPortfolio/

EDUCATION

Georgia Institute of Technology

Master of Science in Computer Science (online)　*January 2024 – December 2026(expected)*

- GPA: 4.0

Bachelor of Science in Mechanical Engineering　　　*August 2014 - May 2017*