

# Raiden Jay Kim

Marketing Content Manager

## Personal Info

- 678-431-6337
- raidenkim3070@gmail.com

## 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:

Power BI, Youtube Analytics  
SEO, Camtasia, Premiere Pro  
Word, Excel, PowerPoint

### Software Languages:

HTML, CSS  
JavaScript, Python

### Design Software:

Creo, NX  
Autodesk CFD  
Ansys (Simulation)

## Certifications

Forrester's B2B Marketing  
Mendix App Developer

## WORK EXPERIENCE

### SIEMENS

#### Software Marketing Content Manager

May 2022 - Present

- Developed software solution trials for diverse industries including medical devices, aerospace and defense, and consumer retail products. Deployed these trials in a virtual lab cloud environment, eliminating the need for software downloads.
- Utilized Power BI to generate interactive dashboards providing insights into Key Performance Indicators (KPIs) related to leads, conversion funnels, and user trends.
- Created video demos, spark videos (solutions "Ad"), and step-by-step trial guides.
- Leveraged internal social network channels such as Yammer and Viva Engage to inform and engage internal stakeholders and marketing content users.
- Coordinated with web development team and marketing platform team to generate contents and determine layouts for software trial webpages.
- 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

- Experienced in leading energy product development in its entire product development cycle: brainstorming initial concept, designing and prototyping, supporting production with optimized processes for higher yield, and developing solutions for end user problems.
- Coordinated with marketing and legal teams on a patented safety feature. Analyzed cost-feasibility and competitive advantages. Utilized Meeting Workplace to track and implement the feature on three existing products.
- Developed a new project roadmap utilizing Concept Board to produce detailed Gantt chart outlining project implementation.
- Inventor of three granted patents and two pending patents regarding product design innovations.

## 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/part time)

January 2024 – Present

#### Bachelor of Science in Mechanical Engineering

August 2014 - May 2017

- GPA: 3.55
- Distinctions: Highest Honor, Dean's List