**Raiden Jay Kim**

*Marketing Content Manager*

**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*:**

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