Ann J. Kim

product management and development. digital media. big eater.

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objective: looking to build, ideate, and create for the growth of a great company

Experience

Conde Nast   May '14 - Present

Product Manager

Facilitated project discussions around business requirements, UX, scoping tech needs and defining MVP with stakeholders and engineers.
Managed project tasks in Trello and Jira utilizing Agile development methods, tracking statuses and solutionizing any blockers.
Lead cross-brand and cross-team initiatives to improve site performance for UX, SEO and overall speed.

Web Developer

Developed in a team of 7 the front-end software for copilot app, Conde's internal CMS platform tool using Ember, Node, JS, SaaS, and MongoDB.
Built components for style and function of new product features.
Conducted code reviews and committed pull requests through Github.
Wrote acceptance, integration and unit tests for app features.
Agile Development using Trello and provided customer support to various brands and their editorial and tech teams.

About.com   Jun '12 - Aug '13

Account Manager

Created proposals and media plans according to client objectives and optimal offer strategies by collaborating with Yield, Creative and Ad Ops.
Developed a pricing strategy for RFPs by pulling avails and weighing the opportunities across site.
Built strong relationships by presenting plans that hit all their objectives and by offering optimizations, IO revisions, make goods and up-sell plans.
Managed proposal processes by examining past performances across similar industry advertisers and building a case for About's unique offers.
Researched site data and audience metrics for proposals using comScore and @Plan.

Digitas Health   Nov '10 - Jun '12

Digital Media Sales Planner

Assisted team in creating full-year media plans for clients.
Devised compelling ROI strategies per tactic and vendor for client recommendations.
Managed and organized all RFPs, assisted in negotations process and vendor relationships to maximize $33MM accounts.
Fought for added-value per campaign to keep clients happy.
Worked with major search engines to ensure top rankings in SEO/SEM.
Assisted in creating media plans against budgets for video, display, co-registration, search and custom programs.

Education

General Assembly   Dec '13 - Mar '14
Web Development Immersive Program

Fordham University   Class of 2009
BA in English with minor in Psychology

Internet Advertising Institute   Aug '10 - Nov '10
Digital Ad Sales Training Program

Skills

Programming
- Javascript, Rails, Backbone, EmberJS, Ember-CLI
- EmberJS, Ajax, jQuery, HTML, CSS, SaaS
- MongoDB, Robomongo, PostgreSQL
- Agile, Trello, Github
- Codeship, Jenkins, Code Reviews, Dev Tools

Design Software
- Sketch, Adobe Photoshop, Invisionapp

Digital Media Research and Search Tools
- comScore, Nielsen @Plan, AdRelevance, Kantar
- Mediavisor
- Microsoft AdCenter
- Google Doubleclick DFP/DFA ReportCentral
- Google Adwords, Mediavisor
- SEO and SEM experience with Google and Microsoft

Others
- Word, Excel, Powerpoint, Outlook, Quickbooks, Ordermotion, LotusNotes, Keynote

Advertising Sales
- Salesforce, AdNation
- IAB Certified (april '13)

Social Media
- Facebook, Instagram, Twitter, Pinterest, Yelp, LinkedIn