

# ANGELA M. KIM

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## Work Experience

### **KoruX@Trupanion & KoruX@Porch at Koru, Inc.—Seattle, WA**

#### **Participant**

**Nov 2014-Jan 2015**

- Selected as one of 18 for an intensive and competitive business immersion program and refined skills including ROI analysis, presentation and storytelling, and marketing analytics.
- Conducted customer research, constructed storyboard and tagline, and created and presented an advertisement to Trupanion marketing executives and CEO.
- Constructed customer discovery and created a social media campaign for Q4, and presented to Porch marketing executives, lead analyst, and recruiter.

### **University of Washington Intercollegiate Athletics—Seattle, WA**

#### **Project Manager**

**Aug 2014-Nov 2014**

- Set up and managed the Digital Displays team calendar and schedule for all contents in Husky Stadium and arena.
- Assisted in updating creative content for L-bars for football and volleyball games.
- Completed walk throughs of the stadium to ensure all equipment was functioning correctly

### **University of Washington Neurology, Psychiatry & Behavioral Sciences Fiscal Office—Seattle, WA**

#### **Office Assistant / Fiscal Technician**

**Jan 2011-Nov 2014**

- Maintained office supplies and equipment, picking-up and delivering items, answer office calls and visits.
- Assisted in finishing monthly projects half the time. Proven efficiency and reliability in any assignments handed.
- Requested authorization for purchases and research lab location from the principal investigator for newly awarded budgets. Maintained files for newly opened budgets and archived closed budgets.
- Assisted in reconciliation for budgets and requested invoice from other dept. or research labs via email or phone. Matched invoices to Procard order, expense report, and reimbursement forms

### **University of Washington Intercollegiate Athletics—Seattle, WA**

#### **Social Media Intern**

**Apr 2014-Aug 2014**

- Increased fan engagement and followers through strategic creative content on social media: gained 1600 followers on Instagram, 2000 likes on Facebook, and 3000 followers on Twitter.
- Promoted Husky Baseball games time, score, and player stats through Facebook, Instagram, and Twitter.
- Created and posted graphics for all 33 games, and created weekend series infographics and recruiting packets throughout the season.

### **University of Washington Intercollegiate Athletics—Seattle, WA**

#### **New Media and Recruiting Intern**

**Jun 2013-Jun 2014**

- Promoted Husky Athletics brand, sports, events, student-athletes, and department initiatives through social media campaigns including Facebook, Twitter, Instagram, and other social media channels.
  - Created graphics for social media campaigns and various sports recruitment packets.
  - Worked closely with assistant coaches for Women's Basketball to create recruiting materials including questionnaire for recruits, graphics displaying player highlight stats, and star player infographic.
  - Conducted weekly research , posting relevant articles on Facebook and sending to all 30+ coaches at UW Athletics.
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## Skills

- **Computer Skills:** Photoshop, InDesign, Illustrator, Adobe Acrobat XI Pro, MatLab, ArcGIS, Premiere, basic CSS/HTML.
  - **Language:** Bilingual proficiency in Korean and English. Limited working proficiency in American Sign Language.
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## Education

### **University of Washington—Seattle, WA**

**2010-2014**

Bachelor of Arts, Earth and Space Sciences

Dean's List: Winter 2014, Spring 2014