

ANGELA M. KIM

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Work Experience

KORU, INC—SEATTLE, WA

NOV 2014-JAN 2015

Participant

- Developed creative storyboard and tagline for a TV advertisement by conducting customer research and designing material utilizing Photoshop. Presented the insights to Trupanion's CEO, marketing executives and sales team.
- Refined skills in ROI analysis, design thinking, rapid prototyping, market research and presentation skills.
- Created seasonal social media campaign for Q4 to increase brand awareness for Porch.com utilizing Twitter, Pinterest, Facebook, Youtube, Instagram, and Tumblr. Presented campaign idea to marketing executives, lead data analyst, and recruiters.

UNIVERSITY OF WASHINGTON—SEATTLE, WA

JAN 2011-NOV 2014

WASHINGTON INTERCOLLEGIATE ATHLETICS

Digital Displays Project Manager

Aug 2014-Nov 2014

- Managed seasonal editorial calendar for the Digital Displays team to deliver content designs to motion graphics to publishing contents on all digital monitor displays in Husky Stadium and sports arena.
- Ensured quality and accuracy of content and media on all equipment before events.

Baseball Social Media Intern

Apr 2014-Aug 2014

- Acquired knowledge in baseball plays and rules to independently promote Husky Baseball schedule, real time score, and player stats utilizing Facebook, Instagram and Twitter.
- Increased fan engagement and followers through strategic creative content on social media platforms. Increased 800% followers on Instagram, 54% followers on Twitter and 50% likes on Facebook within four months.
- Actively followed all 33 games to create digital weekend series infographics and printed recruiting packets. Dedicated over 243 hours of viewing time and research.

New Media and Recruiting Intern

Jun 2013-Jun 2014

- Created promotional mixed-media material for Husky Athletics brand, sports, events, student-athletes and department initiative through social media channels.
- Coordinated directly with the Women's basketball to create recruitment materials, including recruitment surveys, player statistic graphics, and stay player infographic.
- Conducted weekly campus and community research to post relevant articles on Facebook. Set to 30+ coaches at UW athletic for recruitment.

HUSKY MARCHING BAND

Undergraduate Assistant

Apr 2013-May 2014

- Coordinated logistics for Husky Athletic Band and Spirit Squad for football season by ensuring timeliness and quality of rehearsal, game day set up, and clean ups.
- Managed production and events for learning camps, fundraising with the Husky Marching Band Alumni Associate, and recruitment events such as Band and Cheer Day.

NEUROLOGY, PSYCHIATRY & BEHAVIORAL FISCAL OFFICE

Office Assistant / Fiscal Technician

Jan 2011-Nov 2014

- Achieved faster turn around time on completed reconciliation and expenditure reports than previous year. Proven record of processing efficiency and reliability on assignments.

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.

Education

University of Washington—Seattle, WA

2010-2014

Bachelor of Arts, Earth and Space Sciences

Dean's List: Winter 2014, Spring 2014

Activities & Societies: Husky Marching Band-Drumline ('10-'13), UW American Sign Language Club ('12-'14)