

Chika Kim

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New York Metropolitan Area

EXPERIENCE

Senior Product Manager | American Express | Supply Chain Solutions & Business Financing | Jan 2021 – Present

Product Manager on the Supply Chain Solutions and Business Financing capabilities team. Led customer centric product design for multiple business lending products that total a \$30 billion annual portfolio.

- Drove product strategy and roadmap, clearly defined the customer pain point, value proposition of new features, defined user personas, use cases, objective and key results, and the end-to-end customer journey to drive customer-centric product enhancements that bring the most value for the business.
- Led the launch of a new pricing construct to prevent further attrition of high-value customers where each customer drives at least \$50 million in annual charge volume.
- Introduced a new operating model for product owners, product managers, product designers, business architects, and engineers to collaborate effectively.

Product Manager | American Express | U.S. Merchant Marketing | Apr 2019 – Jan 2021

Product Manager launching new marketing communication tools and touchpoints to enable better targeting, automation, and faster execution for B2B marketers, operations, and compliance partners.

- Won the Chairman's award, given only to the top 3% of performers in the company who achieve exceptional outcomes in their role, are noted high performers and exhibit key skills.
- Drove the American Express Merchant Website strategy including the overhaul of the navigation, SEO, and prioritization of initiatives. Resulted in 70% lift in engagement and 83% lift in organic visits YoY.
- Shortened collateral development time from an average of 30 days to 5 days and saved the organization 20% of the overall budget by launching multiple self-service marketing tools.
- Uplifted 95% of Merchant servicing emails, letters, and SMS communications in one year. Evangelized the communications platform, created a content approval process, and mobilized partners to improve their communications. Decreased the number of SPAM-related complaints by 40%.

Marketing Analyst | American Express | U.S. Merchant Marketing | Oct 2017 – Apr 2019

Executed all marketing campaigns in the pricing, servicing, disputes, and drive-to-digital workstreams.

Managed the pricing workstream as acting manager while fulfilling analyst duties from Oct 2018 to Apr 2019.

- Led the communication strategy for the biggest Merchant pricing change in recent American Express history driving \$685M in revenue by 2021, and trained 200+ client managers on communicating the implications of the pricing change to their Merchants.
- Created a self-service repository for Merchants' historical contract information, enabling client managers and legal counsel to independently access needed contractual information without compromising privacy and security.
- Pioneered the first-ever application of agile methodology to campaign development in the merchant marketing organization. Trained the organization and drove adoption of the agile methodology.

Digital Marketing Manager (promoted from coordinator Sept 2016) | Dialogic | Jun 2015 – Oct 2017

Managed and executed all marketing campaigns across all channels including websites, emails, social media, blogs, press releases, events, and more.

- Drove a 20% increase in organic search traffic, 100% increase in email subscribers, and doubled the number of industry analyst meetings.
- Launched completely new brand identity, logo, strategic messaging and new website design to reinforce "new" Dialogic. Brought the new brand identity from inception to launch in 4 months.
- Implemented marketing KPI program to manage marketing performance objectives throughout the year: PR scoring, industry analyst program, website metrics, lead generation, and external company newsletter.

EDUCATION

Rutgers Coding Bootcamp | Expected completion: Aug 2022

Rutgers University | B.A. | Journalism and Media Studies | 2015