

ANNA KANG

Madrid, Spain | Open to relocate
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[Linkedin.com/in/annaheekang](https://www.linkedin.com/in/annaheekang)

International Master of Business Administration & Master's in Visual & Digital Media student and digital strategist with 6 years of experience at national consumer and B2B publications for up to 115M monthly visitors. Skilled in developing and executing creative, data-driven solutions.

EDUCATION

IE BUSINESS SCHOOL MADRID, SPAIN

Dual Degree: International MBA & Master's in Visual & Digital Media January 2021 – July 2022 (Expected)

- IE Scholarship in Humanities recipient, Beta Gamma Sigma honor society member
- Class representative, IMBA admissions ambassador

BARNARD COLLEGE OF COLUMBIA UNIVERSITY NEW YORK CITY, USA

Bachelor of Arts, Psychology August 2010 – May 2014

- Dean's List
- Columbia Summer Business Chinese & Internship Program in Shanghai June 2013 – August 2013

PROFESSIONAL EXPERIENCE

FREELANCE

NEW YORK CITY, USA

Writer & Editor July 2019 – Present

- Cover innovation and entrepreneurship in food and dining as online contributor for Forbes (115M monthly visitors)
- Write articles for various publications such as TIME (27M monthly visitors) and SilverKris (inflight magazine for 1M monthly travelers)

INFORMA RESTAURANT & FOOD GROUP NEW YORK CITY, USA

Digital Editor August 2016 – July 2019

- Wrote about food & beverage trends, marketing campaigns, and leadership for B2B national restaurant & foodservice industry publications
- Strategized and led content production & audience engagement for 420K monthly visitors, 100K e-newsletter subscribers, and 540K social media followers. Created new online column resulting in 170K+ views

KOREANAMERICANSTORY.ORG NEW YORK CITY, USA

Webmaster & Social Media Marketing Manager July 2014 – August 2016

- Managed website production & promotion for nonprofit cultural organization. Hired and trained interns
- Launched YouTube channel. Designed ad campaigns resulting in 350% increase in Facebook followers

FREELANCE

NEW YORK CITY, USA

Web Producer June 2015 – August 2016

- Migrated print and syndicated content into Money.com (8M monthly visitors)
- Analyzed and reported companies' compliance with UN Sustainable Development Goals for startup

BAUER MEDIA GROUP ENGLEWOOD CLIFFS, USA

Editorial Assistant & Online Editor June 2014 – June 2015

- Updated blog and social media channels for national consumer magazine (3M total circulation)
- Created guide on SEO best practices for content management system

OTHER ACHIEVEMENTS

LANGUAGES

English (Native), Korean (Intermediate-Advanced), Mandarin Chinese (Intermediate)

DIGITAL PROFICIENCY

Photoshop, Illustrator, InDesign, Premiere Pro, Canva, Trello, Adobe Analytics, WordPress, Drupal, HTML, Mailchimp, Constant Contact, Hootsuite, Excel

CERTIFICATIONS

Fundamentals of Digital Marketing, Ads Measurement, Ads Search – Google; Content Marketing Foundations, Google Analytics Essential Training, SEO Foundations & Online Marketing Foundations – LinkedIn Learning

PERSONAL INTERESTS

Photography using Sony Alpha 7 II, studying Spanish, French, and Portuguese, hiking, travel, visiting art museums