

HAERI KIM

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EDUCATION

University of Southern California

Bachelor of Arts in Communication

Minor in Marketing & Communication Design

Major GPA: 4.0 | Overall GPA: 3.74

Honors: Annenberg School's Dean List, America on Track Emerging Leader Program Scholarship Recipient

Relevant Courses: Communication and Technology, Consumer Behavior, Fundamentals of Digital Marketing, Marketing Fundamentals, Navigating Media in the Digital Age, Rhetoric in the Public Sphere, Visual Journalism

*Los Angeles, CA
Expected May 2022*

WORK EXPERIENCE

Sparrows

Content Creation and Data Analytics Intern

*Palo Alto, CA
May 2020 – Present*

- Spearheaded social media campaigns and created content for the website and Instagram to increase awareness
- Analyzed, reviewed and implemented changes to company website to increase search engine relevance (SEO)
- Conducted market research to learn of current trends and to perform sales activities accordingly

OpportuniMe

Graphic Design Intern

*Boston, MA
May 2020 – Present*

- Built and managed social media campaigns across digital marketing channels (Facebook, Instagram, Twitter) to increase engagement and awareness of the organization
- Designed 5+ posts weekly for multiple social media accounts, created an Instagram feed theme and implemented a posting schedule that increased following and engagement by 250%

"Ologies" Podcast

Associate Producer

*Los Angeles, CA
January 2019 – August 2019*

- Researched, contacted, and coordinated with 10+ guests for the show for the recording of episodes
- Increased awareness and interest of the podcast on Instagram by creating 5+ posts weekly, implementing a posting schedule, utilizing more hashtags, and posting more frequently

Katz Public Relations

Social Media and Marketing Intern

*Los Angeles, CA
June 2019 - August 2019*

- Wrote 10+ Tweets, Instagram posts and stories, and Facebook posts daily to increase awareness of clients
- Researched and pitched 100+ new clients that fit the brand of the PR firm

INVOLVEMENT & LEADERSHIP

Association of Innovative Marketing and Consulting

Senior Consultant

*Los Angeles, CA
January 2020 – Present*

- Consulted for Los Angeles start-up companies in teams of four with 6-8 clients every semester
- Diagnosed client issues, conducted research, analyzed data to create and present a final deliverable for clients

Alpha Kappa Psi

Vice President of Public Relations

*Los Angeles, CA
September 2019 – Present*

- Planned and executed semesterly in-person recruitment events, including the ideation of a recruitment theme, creation of social media graphics to increase awareness, and apparel design for existing members
- Spearheaded numerous social media campaigns to improve engagement across Instagram, Facebook, and website

Annenberg Media Center

Social Media and News Editor

*Los Angeles, CA
January 2019 – December 2019*

- Managed a team of news reporters and edited 5+ articles daily from my team based on AP guidelines, overall style and overall flow of pieces to maintain a cohesive tone across different articles (50K+ student circulation)
- Wrote 10+ posts for Twitter, Facebook, and Instagram daily to increase traffic for published articles

SKILLS AND INTERESTS

- **Skills:** Korean (fluent), HTML, Adobe Creative Cloud (Illustrator, Photoshop, Audition, and Premiere), Procreate, Figma, iMovie, Final Cut Pro, Microsoft Office, Social Media, Digital Marketing
- **Interests:** Sustainable Fashion, Screenwriting, Cycling, Video and Photography Editing, Reading, Design, TikTok