

INJOO KIM

Project Manager

Seoul, South Korea

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PROFILE

Dynamic Project Manager with over 14 years of experience in live-streaming and gaming, driving substantial growth in creator ecosystems and enhancing platform performance. Proficient in end-to-end project delivery, workflow automation, and leveraging data analytics for strategic decision-making. A strong advocate for integrating emerging technologies, consistently delivering innovative solutions that elevate user engagement and optimize operational efficiency. Committed to fostering collaboration across diverse teams to achieve project success and exceed targets.

EMPLOYMENT HISTORY

- ❖ **Creator Manager Lead, SOOP Co., Ltd. (formerly AfreecaTV)** 2016 — Present
- Revamped homepage algorithm, hashtag taxonomy, and category structure, increasing mid-level creator exposure and homepage CTR by 2.30%.
 - Designed monetization programs for creators, driving 75% revenue growth among participants.
 - Managed onboarding and retention programs for 1,200+ creators, growing active creators by 170%.
 - Enhanced streaming services, boosting paid user monthly accumulated viewer conversions by 60%.
 - Built KPI dashboards and automated reporting systems, enabling data-driven decisions and reducing monthly workload by 20 staff days.
- ❖ **Project Manager, Paranoid Joy, highbrow, Ntreev Soft** 2012 — 2016
- Directed user engagement strategies through targeted in-game events and optimized advertising campaigns, achieving up to 15% increase in user retention and improved advertising ROI.
 - Managed global digital content publishing, securing strategic partnerships in Europe and China, including collaboration with Snail Games, significantly expanding market reach.
 - Planned and executed localized seasonal events, such as Songkran Festival for Thailand, resulting in 130% increase in user engagement through tailored content.
 - Analyzed user feedback and engagement metrics to inform future content development and marketing strategies, enhancing user experience.
 - Collaborated with cross-functional teams to streamline project workflows and improve overall project delivery efficiency.

EDUCATION

- ❖ **Harvard University** 2025 — 2026
Master of Liberal Arts in Extension Studies, Data Science Boston, MA
- ❖ **University of Illinois Urbana-Champaign** 2025 — 2026
Master of Business Administration Champaign, IL

SKILLS

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|-------------|------------------|
| Python | Firebase |
| SQL | Google Analytics |
| A/B Testing | REST API |