

# Ben Kim

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Target Field: Marketing

## PROFILE

Marketing Specialist with experience delivering measurable outcomes in Marketing. Strong in execution, clear communication, and building systems that scale. Comfortable owning work end-to-end and collaborating across teams.

## EDUCATION

**Boston College**  
B.A. Communications

Atlanta, GA  
2018 — 2022

- Dean's List (2 semesters); Coursework: Statistics, Databases, Strategy

## EXPERIENCE

### Marketing Specialist — Lift Digital

Seattle, WA | Jun 2023 — Present

- Launched a cross-functional initiative; improved a key metric by 18% through iteration and better tooling.
- Created dashboards and recurring reporting; reduced decision turnaround time by 40%.
- Standardized processes and documentation; cut manual effort by 45% and improved consistency.
- Partnered with stakeholders to define requirements, align on scope, and deliver on schedule.

### Marketing Specialist Intern — Bluewave Media

Chicago, IL | Jul 2021 — May 2023

- Delivered a cross-functional initiative; improved a key metric by 12% through iteration and better tooling.
- Created dashboards and recurring reporting; reduced decision turnaround time by 30%.
- Standardized processes and documentation; cut manual effort by 55% and improved consistency.

### Coordinator — Cinder Brand Studio

Portland, OR | Jun 2019 — Jun 2021

- Launched a cross-functional initiative; improved a key metric by 27% through iteration and better tooling.
- Created dashboards and recurring reporting; reduced decision turnaround time by 50%.
- Standardized processes and documentation; cut manual effort by 55% and improved consistency.

## PROJECTS

### SEO Content Program

- Created topic clusters and briefs; updated high-traffic pages for better conversion.
- Audited technical SEO and worked with devs on fixes.
- Presented results to stakeholders and documented next steps.

### Paid Social Testing

- Ran creative tests across multiple concepts and tightened targeting strategy.
- Built dashboards to track CAC, ROAS, and cohort outcomes.
- Presented results to stakeholders and documented next steps.

### Lifecycle Email Refresh

- Segmented audiences and rewrote campaigns to improve CTR and retention.
- Built reporting cadence and testing plan for continuous iteration.
- Presented results to stakeholders and documented next steps.

## SKILLS

**Skills:** Landing pages, Email marketing, Reporting, GA4, Campaign strategy, CRM, Copywriting, Paid social, SEO, A/B testing

**Certifications:** Meta Blueprint (In Progress), HubSpot Email Marketing, GA4 Certification