

EDUCATION

CARNEGIE MELLON UNIVERSITY – DEC 2016
 B.S. Decision Science
 MINOR. Business Administration
 MINOR. Photography

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EXPERIENCE

[1]

GLOBAL DIGITAL AND INTEGRATED MARKETING INTERN, *Mylan Pharmaceuticals, Pittsburgh PA* – May16-Aug16
 (1) Analyzed the Twitter and Facebook social strategies of 5 competitors using Excel and data scrapers.
 (2) Compiled recommendations using the analysis from the social media research.
 (3) Led a team of 4 in researching technology's impact on doctor/patient relations and patient behavior.

[2]

DIGITAL MARKETING INTERN, *Intersections Inc, Chantilly VA* – Jun15-Aug15
 (1) Created and optimized a \$50,000 display campaign using Apple iAd Workbench.
 (2) Managed other display campaigns by directly meeting and corresponding with partners at Google, Yahoo and AOL.
 (3) Re-branded a failing product and generated creatives for its re-launch.
 (4) Published and edited content for the company and its products using WordPress.

[3]

DATA SCIENTIST INTERN, *Fino Consulting, New York NY* – Jun14-Aug14
 (1) Built data visuals with JavaScript and D3.js.
 (2) Rendered wireframes using HTML, JavaScript, and CSS.
 (3) Completed a software product within an Agile framework that met the needs of my client and the market.
 (4) Worked as a member of a cross-functional team, including developers, a product owner, and UX designers.

[4]

RESEARCH ASSISTANT, *Carnegie Mellon University, Pittsburgh PA* – Jan14-Jun14
 THE "SIRIUS" PROJECT
 (1) Assessed the efficacy of training tools for mitigating cognitive biases.
 (2) Administered participants for a training assessment stage which included eyetracking setup and calibration.
 EFFECTS OF SMOKING URGES ON TEMPORAL COGNITION
 (1) Examined the effects of cravings on cognitive processes thought to be linked to drug use.
 (2) Acquired CO₂ levels throughout test trial while creating high and low craving sessions.

PROJECTS

[1]

COCONUT WEB APPLICATION, *Fino Consulting, New York NY* – Jun14-Aug14
 (1) Created a solution to ensure that the client's company culture would continue to thrive even with rapid expansion.
 (2) Constructed from scratch a live application that enabled employees to connect and provide feedback on a web-based platform (Team of 6).

[2]

OVERMEYER MOBILE APPLICATION, *Carnegie Mellon University, Pittsburgh PA* – Sept13-Dec13
 (1) Proposed and created a technical implementation to improve the infrastructure of a mock company and to minimize IT expenses as a mock consulting firm (Team of 5).
 (2) Developed an in-store iPad application, using Codiqa, which integrated the store's POS and CRM system.

[3]

COPYCAT GAME, *Carnegie Mellon University, Pittsburgh PA* – Jun13-Aug13
 (1) Coded a game using Python that contained a series of boxes that light up in random sequences and prompted players to mimic the sequences using a mouse.

SKILLS

<HTML> <CSS> <JavaScript> <Google Adwords> <Microsoft Excel> <Adobe Photoshop>
 <Adobe DreamWeaver> <Adobe InDesign>

LEADERSHIP

[1]

VICE PRESIDENT OF SERVICE, *alpha Kappa Delta Phi, Pittsburgh PA* – Jan15-May15
 (1) Ensured all active members completed 20 hours of community service.
 (2) Led fundraising efforts and raised over \$5,000 in donations for the Avon Breast Cancer Crusade.

[2]

TREASURER, *alpha Kappa Delta Phi, Pittsburgh PA* – Aug12-Dec12
 (1) Budgeted chapter funds and tracked spending in Excel.
 (2) Forecasted potential future deficits and planned fundraising events accordingly.

February 1, 2016

To: Hiring Managers

From: Christopher Klipple
Sr. Marketing Manager

Intersections, Inc.

Subject: Letter of Recommendation of Joyce Kim

Joyce joined our team for 3-months under the IdentityGuard internship program. During these months, I was impressed with her ability to transition and learn quickly, knowing she had no prior marketing experience of any kind. In no time, Joyce was able to run the basics of our display marketing operations; including managing and analyzing our display campaigns, writing content for our product blog and published them through WordPress. She also reviewed the marketing department's financials and was able to organize them into one practical Excel sheet.

I was confident enough in Joyce's abilities to have her run the whole program, in excess of \$300k monthly spend, for a week while I was out of the office. It was no surprise, that upon my return, we had not "missed a beat" as a result of her ability to maintain all tasks and to explain all aspects of her work.

Besides being a joy to work with, Joyce is a curious and open-minded person who is always asking questions. She will give her best at any task given to her and learn from any mistakes. Her dependability, adaptability, and wonderful curiosity will serve her well. Without reservation, I recommend Joyce to you. She would make a great asset to any organization.

Sincerely,

Chris Klipple

Kim, Joyce

INTERN

Manager: DANIEL FRATTAROLI

Evaluated By: DANIEL FRATTAROLI

2016 Intern Performance Evaluation

Organization: 65000946 Integrated Marketing & Planning
(DANIEL FRATTAROLI)

Location: Southpointe

05/01/2016 - 08/31/2016

Overall

Manager Overall Evaluation

Rating: High Leadership Performer

Comment: Joyce has shown she can handle responsibilities granted to her with resolve and adaptability. She has in every way exemplified leadership and ability to learn. Her experience here is a benefit to mylan as the work she completed will create value to the business. She has shown to be able to take direction but provide leadership when its needed most. The experience she's gained from her internship will be a great professional development experience that will serve her well in her near term endeavors.

Employee Overall Evaluation

Comment: I have more than demonstrated my teamwork, leadership, and progress to both my fellow interns and Mylan employees. Results are still pending, however, with time, my progress only increases. I have no doubts that my overall internship performance has met, and even exceeded, expectations set both by myself and by others around me. I've learned so much and hope to continue this learning experience till the very end! Thank you.

Leadership Expectations

LEAD - Leadership begins with ownership (Individual Contributor)

- Lives Mylan's mission and understands how mission-critical roles connect to the business • Does what's right in terms of ethics and compliance
- Takes ownership by meeting expectations, fulfilling commitments and delivering results for our company, people and customers
- Embraces and defends Mylan's core values
- Speaks up when something seems wrong or needs improvement
- Barriers:
 - Delivers results inconsistently or late
 - Avoids speaking up on difficult or controversial issues
 - Fails to follow through on commitments
 - Communicates ineffectively with team members and discourages others from speaking up
 - Takes inappropriate shortcuts
 - Exhibits misleading behaviors
 - Hesitates to take action due to perfectionist, overly-methodical or risk-averse behaviors for tasks that do not require precision

Manager Evaluation

Rating: Exceeded Expectations

Comment: Joyce recognized a situation regarding her team's capstone project, where the team could not come to consensus due to lack of clarity and judgment. She diplomatically resolved the situation by speaking for the team when the team elected not to. Following this, leadership was aligned with her proposal and the team progressed forward.

Employee Evaluation

Rating: Met Expectations

LEARN - Play the role of student (Individual Contributor)

- Asks questions to seek solutions for business needs
- Strives to understand the evolving environment and adapt, as needed
- Admits mistakes and failures and embraces them as opportunities to learn
- Makes learning through others a priority by welcoming new ideas
- Challenges the status quo by asking: "Why? Why not? What if?"
- Embraces feedback openly and adapts behaviors accordingly
- Seeks opportunities to step outside of the comfort zone as a way of learning
- Demonstrates

curiosity about the business, industry, strategy and roles • Relies on own experiences and advice from colleagues of all levels to make informed decisions • Develops skills that enhance one's ability to achieve results or take on new responsibilities • Completes training assignments and compliance requirements in a timely manner Barriers: • Approaches work with an "it's always been done that way" mindset • Experiences difficulty when working outside the comfort zone • Closes him/herself off from constructive feedback • Focuses on the simplest, fastest solution without considering better alternatives • Responds to feedback in a defensive manner

Manager Evaluation

Rating: Exceeded Expectations

Comment: Joyce was more than open to approaching her tasks in a different way. After spending 2 weeks completing a task, she presented another manner of collecting data, which required authorization to install free software. Despite this, it helped her to automate tasks that would have monopolized her time. When presented with roadblocks, she sought advice to learn of new ways of approaching situations

Employee Evaluation

Rating: Exceeded Expectations

TEACH - Cultivate a culture (Individual Contributor)

• Is willing to learn and teach at all levels • Recognizes the achievements of others • Provides constructive advice and guidance to help colleagues • Supports the team by sharing information and new ideas for achieving results • Gives feedback in a constructive manner to help peers Barriers: • Thinks knowledge is power and is reluctant to share critical information • Disregards feedback and is indifferent about the aspirations or development of others • Blocks innovative and creative suggestions of others

Manager Evaluation

Rating: Met Expectations

Comment: Working with her various teams, she often had to teach others about her own role in order to get the team to align on the goals as hand, demonstrating how each team member contributes in their own way.

Employee Evaluation

Rating: Exceeded Expectations

PERFORM - Be team smart (Individual Contributor)

• Focuses on meeting or exceeding results expected of the role • Achieves goals and meets business needs while considering how his/her decisions impact the team and organization • Protects the quality, compliance and safety of our company, products and people • Works collaboratively, effectively and with transparency • Looks for opportunities to proactively connect, collaborate and communicate • Recognizes others' expertise and communication styles to achieve desired results • Uses networks and resources wisely to make informed decisions • Adapts to overcome challenges Barriers: • Sets unrealistic expectations • Is insensitive to the needs of others • Lacks goals or prioritization, provides poor direction or is generally disorganized • Disregards the greater good and withholds resources and information from others

Manager Evaluation

Rating: Exceeded Expectations

Comment: Joyce managed a heavy workload during her time here and has come prepared to each weekly meeting with real progress made. She was given the freedom to manager herself, with some guidance, but ultimately it was her responsibility to produce results. She has done so exceeding what we expected from her. She showed us that she is capable of working

Employee Evaluation

Rating: Exceeded Expectations

independently.

ATTITUDE - Attitude determines altitude (Individual Contributor)

- Demonstrates optimism when facing resistance or adversity
- Thinks differently by offering innovative, creative ideas
- Encourages diverse ideas and opinions
- Motivates peers through enthusiasm and passion for our mission and work
- Treats colleagues with respect and works constructively to resolve differences
- Barriers: Denies responsibility for mistakes
- Lacks ability to be trusted
- Stifles others' creativity and enthusiasm with negativity
- Does not engage or collaborate with others
- Uses past failures as detractors to future successes

Manager Evaluation

Rating: Met Expectations

Comment: Joyce doesn't let her environment carry her, she eventually overcomes her environment to enable herself to deliver on her objectives. After rehearsing her presentation twice to myself and other employees at Mylan, she was surprised to see where she needed to evolve her story, took ownership of it, and refined it.

Employee Evaluation

Rating: Met Expectations

Section Summary

Manager Evaluation

Rating: Exceeded Expectations

Comment: Joyce demonstrated that she is capable of working, collaborating and producing at Mylan. Her studies at University made her a highly desirable candidate for our team, of which we tasked her with projects that were inline with the experience she was seeking. She met each of those projects with enthusiasm and attitude. She should be more vocal and aim to build relationships at Mylan should she desire to build a professional reputation amongst a group of people that are familiar with her hard work.

Employee Evaluation

Rating: Exceeded Expectations

Comment:

Objectives

Analyze competitors' social presences and recommend a plan of action for Mylan to enter/improve in the social media environment.

Must gather what is successful/unsuccessful by studying the tactics of competitors. Deliver key metrics and both quantitative and qualitative analyses.

Due Date: 08/12/2016 Status: In Progress Completion Date:

Category: 1 -Protect and Grow the Core

Weight: 40

Manager Evaluation

Rating: Met Expectations

Comment: Joyce is delivering a complex assessment of

Employee Evaluation

Rating: Met Expectations

data and its daily fluctuations to deliver insights that will provide mylan's corporate and product brands benchmarks and best practices for deploying social media in their marketing mix.

Content Calendar Development

develop a multi-channel content calendar that drives traffic and user engagement to mylan digital communications channels.

Due Date: 07/11/2016

Status: Complete

Completion Date: 07/11/2016

Category: 5 -Become a Health Care Company

Weight: 5

Manager Evaluation

Rating: Exceeded Expectations

Comment: Joyce had to lead a team of marketing and brand interns to look at their respective functions and area SMEs to determine valuable content that can be repurposed for our digital communication channels. as a result the team brought forward content to drive consumer actions for the period of 6 months.

Employee Evaluation

Rating:

Digital Day

Invite KOLs to Mylan to provide demonstrations and key note presentations about various digital and healthcare topics as they relate to the pharmaceutical industry.

Due Date: 09/08/2016

Status: In Progress

Completion Date:

Category: 4 -Build a High Performing Learning Organization

Weight: 15

Manager Evaluation

Rating: Met Expectations

Comment: Joyce was challenged by presenting herself as a mylan representative and having to corral different talent, as well as setting up a mutually agreeable date for which this presentation will be held. It is no easy task to deliver an event such this with 4 keynote speakers.

Employee Evaluation

Rating:

Research and educate the digital marketing team on a new topic.

Must be able to educate the team on a new, relative topic. Deliver a quality presentation that is clear, coherent, and puts forward fresh ideas.

Due Date: 08/12/2016

Status: In Progress

Completion Date:

Category: 4 -Build a High Performing Learning Organization

Weight: 40

Manager Evaluation

Rating: Met Expectations

Comment: it is a particularly hard task to corral both KOLs and our own employees. anyone capable of doing this deserves recognition.

Employee Evaluation

Rating: Met Expectations

Section Summary

Manager Evaluation

Rating: Met Expectations

Comment:

Employee Evaluation

Rating: Met Expectations

Comment: