

# Kevin Kim

www.kevinrkim.com | hello@kevinrkim.com | 917.267.9687

## EXPERIENCE

2021

**Sustainable Fashion Consultancy** | Freelance Web Developer

### Web Development & Design

- Produced visual design, user flow documentation, and wireframes/mockups for an in-house e-learning platform; developed frontend built over Ruby on Rails framework

2017 – 2021

**Accenture Strategy** | Business Strategy Manager

### Strategy & Product Management

- Analyzed the end-to-end customer lifecycle strategy and performed product assessment of US cable client's consumer media streaming device to make recommendations on improving product activations and engagement; developed strategic imperatives aimed at reducing product fragmentation across markets to support long term business objectives and create efficiencies for enhanced scalability
- Managed development of an audience targeting application for US cable client's advanced advertising group, interfacing between engineering groups and business stakeholders to define product requirements and prioritize feature sets across a two-year roadmap

### Product Design

- Led product planning and design of chatbot assistant for US cable client through customer journey prioritization and conversation flow design (e.g., entry/exit criteria, branching logic, API references, technical requirements)

### Process Design

- Designed the process by which internal data sources were used to calculate revenue share for global media client's video streaming service; identified data sources and elements required to fulfill contractual deal terms and developed visualization of proposed end-to-end data flows required to support reporting design

2016 – 2017

**IBB Consulting Group** | Consultant (*acquired by Accenture Strategy: Dec 2017*)

### Strategy & Growth Planning

- Performed opportunity analysis, financial modeling, and growth planning for monetization of internal commerce & affiliate marketing platform for US publisher client; collaborated with product leads across business units to develop capability mapping of existing features on commerce platform to inform roadmap development

### Product Planning & Portfolio Management

- Provided support for US cable client's ad tech division towards development of campaign planning product; defined business requirements for minimally viable product features, produced extensive user story backlog, and assessed roadmap against product portfolio of recent acquisitions; conducted top-down market sizing analysis to identify major growth areas and make recommendations towards portfolio consolidation

2014 – 2016

**IBM Global Business Services** | Consultant

### Go-to-Market Strategy & Data Analysis

- Built analytical model to transform go-to-market strategy for global technology client by segmenting existing client base and resourcing needs across business units; led data-driven workshops for senior executives across Asia and Latin America to receive regional model inputs and support executive decision-making

### Product Development

- Supported the curation of training data for a machine learning-based application for a global retail client that forecasts product demand based on unstructured data sources; work resulted in successful proof-of-concept demonstration of predictive analytics model

## EDUCATION

2010 – 2014

**New York University** | Leonard N. Stern School of Business

**Bachelor of Science: Management, Marketing**

## ADDITIONAL

- Software development bootcamp: Le Wagon Milan full stack development program (2020)
- Skills: Ruby on Rails, HTML, CSS, JavaScript, Adobe Creative Cloud, Figma, Microsoft Office
- Languages: **English** (native), **Korean** (conversational), **Italian** (basic)