

Eunyu (Estelle) Kim (714) 719-5688 - iamestellekim@gmail.com

Persistent, creative, collaborative problem solver with a strong background in leadership and project management.

EDUCATION

University of Pennsylvania BSE in Digital Media Design (Computer Science), Class of 2027

Philadelphia, PA

WORK EXPERIENCE

The Daily Pennsylvanian *Advancement Manager, DP Foundation (Paid, Part-Time)* September 2023~ Philadelphia, PA

- Develop strategies for long-term financial sustainability in independent student newspaper
- Help build early-stage organization by organizing first student recruitment & working closely with executive director
- Write grant proposals and engage in conversations with key players in Philadelphia media ecosystem
- Design an 8-page graphic pamphlet for campaign launch event & internal graphics/branding for alumni campaigns
- Use donor databases and CRM systems to identify donor prospects and improve alumni outreach

FlexIt Inc. *Undergraduate Business Development & Marketing Intern (Paid, Full-Time)* May 2024 - July 2024 New York, NY

- Work closely with tech startup team & MBA interns over 10 weeks with goal of expanding revenue streams and client base
- Draft Q4 stakeholder report, design/draft investor communications, website headers & promotions using Figma & Zeplin
- Propose and implement a language filter feature on website's personal trainer search page
- Ideate and design promotional business cards & social media panels for employed personal trainers based on feedback
- Research and report on competitive landscapes, industry trends, AI translation software, and potential brand partners
- Secure drink sponsorships for partner event & marketing partnerships with employee benefits platforms

LEADERSHIP

UPenn Women in Computer Science Residential Program (2024) *Board Member*

Plan and implement tech-oriented events on campus, start biweekly speakers program with esteemed faculty

CA Association of Student Councils (2019-2023) *Policy Director, Board of Directors Student Member, Camp Counselor*

Sponsor/pass state bills AB1867(2022) AB748(2022) SB857(2023), co-organize 4-day in-person policy conferences, initiate lobbying trips and trainings for members, lead multi-pronged menstrual equity coalition with 20+ members including ACLU

CA Dept. of Education Safe School Bathrooms Ad Hoc Committee (2022~) *Member*

Work with consultants and students to generate action around gender-inclusive bathrooms, co-write and pass SB760 (2023)

Chino Valley Unified School District (2023) *Student Board Member*

Deliberate at meetings, start forums to connect students with board members, organize protest with 160+ testimonies

Wharton Essentials of Innovation Program (2022) *Group Lead*

Develop business model for a tech venture, pitch a winning idea and lead team to compete in 2-week program

AWARDS AND HONORS

American Invitational Mathematics Exam (2019-2021) 3-time qualifier, 1st place of 60 local contestants

Scholastic Arts and Writing Awards (2021) Sculpture Category Gold Key, Flash Fiction Category Silver Key

Emory University Woodruff Scholars Finalist (2023) one of 81/11,000 applicants selected for leadership and academics

CA State Student Board Member Top 6 Candidate (2021)

SKILLS

Soft Skills

- Project leadership & facilitation from vision to evaluation, large-scale event planning, program design
- Problem solving through legislative advocacy, public campaigns, organizational strategy, etc.
- Communication with people of diverse ethnicity, nationality, age, professional background, and values

Technical Skills & Languages

- **Frontend:** HTML/CSS, JavaScript, TypeScript **Backend:** Python, Java, OCaml **Libraries/Frameworks:** React, Django
- **Design/UI:** Figma, Adobe Creative Tools (Illustrator, Photoshop, InDesign, Premiere)
- **Data management:** Excel, Blackbaud nonprofit database
- **Korean:** native speaker/fluent in listening, speaking, and writing

REFERRALS
