

# KATY KIM

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## EDUCATION

### Georgia Institute of Technology

*Bachelor of Science in Computational Media*

Atlanta, GA

Expected Graduation: 2026

- Zell Miller Scholarship

## WORK EXPERIENCE

### CKG Market

Atlanta, GA

*Social Media Manager*

August 2023 – Present

- Spearheaded the development and implementation of a strategic social media content plan, resulting in a compelling and cohesive brand image that resonated with the target audience.
- Proactively managed the company's Instagram account, actively fostering a sense of community among campus students through engaging and interactive social media initiatives, which included polls, and interactions through comments and DMs
- Designed engaging social media material, generating posts and stories, orchestrating a 236% increase in social media followers, effectively expanding our online presence and brand reach.

*Business Manager of CKG*

August 2024 – Present

- Organized and managed an on-campus thrift pop-up store, including inventory sourcing, pricing, and sales operations, ensuring efficient operations.
- Coordinated and collaborated with other student organizations to host joint events, expanding the store's reach and engagement across campus
- Developed interpersonal skills by interacting with students to enhance their shopping experience.

## CLUBS

### Bits of Good

Atlanta, GA

*Design Boot-camper*

January 2024 – May 2024

- Developed a semester long web extension project, which included conducting user experience research and design which resulted in a cohesive solution to help lessen impulse spending.
- Honed skills in Figma and actively participated in weekly UI/UX design course work.

*Brand Designer*

August 2024 – Present

- Formulated marketing content that is cohesive to Bits of Good brand image, which resulted in broadening Bits of Good reach and presence in the Atlanta area.
- Improved skills in graphic design, UI/UX research, and social media content

## LEADERSHIP EXPERIENCE

### EbookBuddy

Atlanta, GA

*Group Leader*

June 2020 – May 2022

- Orchestrated and drove engaging weekly meetings, offering valuable guidance and support to the volunteer group, ensuring they were well-prepared to effectively engage with elementary students and make a positive impact.
- Collaborated with the leadership team to identify areas of improvement for the program and execute new program initiatives.
- Coached and mentored an elementary student weekly, helping them develop essential literacy skills and promoting a love for reading and learning.

## SKILLS

Social Media Content Creation and Engagement, Social Media Strategy, Communication, Project Management, Leadership, User Experience Research, Figma, Python, Java

## HONORS AND AWARDS

Citizenship Award

May 2023

Dean's List

Fall 2023, Spring 2024