

SUN KIM

CREATIVE DIRECTOR & YOUTUBE PRODUCER

contact@sunjkim.com | Dallas, Texas 75207 +1(737) 207-0224

www.sunsvlogs.com

PROFILE

Sun Kim is a Positive leader, experienced YouTube strategist, and talent growth expert with extensive knowledge in media production. Passionate about innovating the digital medial andscape, driving audience growth, and crafting compelling content

SKILLS

Leadership & Managment
RED, Cannon, Sony
Adobe Premiere Pro 6 Years
Adobe After Effects 6 Years
Adobe PhotoShop 3 Years
Asana, Notion, Slack
Creative Problem Solving
Facebook ADS
Google Analytics
YouTube Analytics

EDUCATION

FRISO HIGH SCHOOL 3.6 GPA

2014-2017

Cum Laude 250/653

Sam Houston University

2018 - 2019

*Overwatch E-Sports Scholarship
\$2000*

University of North Texas

2021 - 2021

*Overwatch E-Sports Scholarship
\$1700*

Hanyang University Seoul

2022-2024 Korean Language

Facebook Ads Certification 2020
Google Ads Certification 2020
YouTube Monetization 2021
(Certification Discontinued)
YouTube API & Analytics 2021

EXPERIENCE

Co-Founder | COO | YT Producer Candy Edits Inc | 2021 MAY - Present

www.candyedits.com | Dallas, TX

1. Led the development and implementation of Candy Edits ,helped create the company's vision and strategic goals, resulting in a remarkable **200% increase in annual revenue** within three years.
2. Served as a point of content on **YouTube's branding, channel optimizations**, and **Thumbnail design strategies** overseeing and guiding a team of professionals in delivering high-quality visual effects for diverse projects, ensuring adherence to project timelines and client specifications.
3. Collaborated with multiple renowned media agencies, leveraging strong industry relationships to successfully execute projects, build strategic partnerships, and deliver exceptional results. **@JustKiddingNews, @TigerBelly, Irene Kim Model**,
4. Implemented **innovative production techniques**, reducing turnaround time by **20%** without compromising standards.
5. Editing teamwork of content for a wide range of notable talent, spanning both digital and mainstream media, ensuring the highest production standards and capturing the essence of their brand and vision. Over **540,000,000 Views**
6. Facilitated **brainstorming sessions and workshops** to ignite new ideas and drive creative excellence.

Fashion Look Book Producer

W- Studio La | 2015 JUN - 2021 FEB www.wstudiola.com | Los Angeles, CA

1. Orchestrated the planning and coordination of fashion shoots or runway shows, meticulously aligning with the client's vision, budget, and timeline to deliver seamless and visually captivating productions.
2. Conducted thorough research and scouting of fashion influencers to identify strategic partnerships, enhancing brand visibility and fostering collaborations that align with targeted audiences.
3. Provided valuable assistance in social media management, implementing effective strategies and tactics to optimize brand presence and engagement across various platforms.
4. Collaborated closely with clients and creative teams, leveraging strong communication skills to effectively interpret their vision and translate it into a cohesive and impactful fashion production.
5. Collaborated with brands to curate mood boards for different seasons, aligning visual aesthetics and brand identity to ensure a cohesive representation of their products and messaging.