

TERRY KIM

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<https://terryjavascript.github.io/profile>

Education

University of California, Santa Barbara

Bachelor's Degree, International Studies
September 2012- July 2016

University of California, Los Angeles

Fullstack Web Development Bootcamp
September 2017 - March 2018

Hard Skills

Computer Software:

HTML, CSS, Javascript, jQuery, Liquid,
Solidity, Shopify, WordPress, MongoDB,
AWS, Firebase, PHP, MySQL, Magento

Other Skills

Rally, Jira, Slack, Discord, Google Apps,
Adobe Photoshop, Adobe Premier, Odoo,
Github, Heroku, Salesforce, Social Media

Key Skills

- **Product Management**
- **Product Strategy and Visioning**
- **User-Centered Design Processes**
- **Product Design Methodologies**
- **Scrum Frameworks**
- **Agile Project Management**
- **Creative Market Strategy**
- **Social Media Marketing**
- **Conducting Design Sprints**
- **User Validation & Experience**
- **UX & UI Design**
- **Fullstack Web Development**
- **Mobile Responsive Design**
- **Product Enhancement**
- **Verbal & Written Communication Skills**
- **Backlog Management**
- **Budget/Finance Management**
- **Business Data Analysis**
- **Contract Negotiation**

Languages

Korean

Proficient

English

Proficient

Experience

Dream Society NFT Co-Founder (December 2021 – November 2022)

Dream Society is a community-centered NFT project built around connection and collaboration bridging the gap between Web2 & Web3 ecosystem by cultivating IRL events, business partnerships, and utility for holders.

- Directed a team of 22 members in agile environment including artists (Marvel, Dreamworks & Bob's Burgers), solidity developers, content creators, community managers, discord moderators, and assistants.
- Series A funding of \$300K to increase art quality, create a passionate team, enhance marketing exposure, host events, and build a community.
- Reached over 1.2 million twitter visits, 50k unique discord members, 45k Instagram followers, and featured on numerous NFT news such as WhaleWatcher, Alphabot, NFT News Daily, NFT LA, NFT NYC, and more.
- Managed client onboarding through a series of conferences in Veecon, SxSW, Art Basel, NFT LA & NYC ensuring successful outcome of project.
- Designed and sold 2,222 NFTs in the Ethereum Blockchain on August 2022

Nanowell Product Manager (August 2021 – December 2021)

Nanowell is an ERP SaaS company catered to small-medium sized businesses targeting international customers.

- Led cross functional teams of 10-15 employees to revamp the priorities of procedures and business operations, implementing biweekly sprints to define and execute positioning, key benefits, targeting customers.
- Deployed *Loyalty Rewards* and *International Payment Gateway* feature on ERP product, managed its development, and led its integration across three platforms, leading to an additional 150% in revenue.
- Led project to redesign website and developed a new data-driven approach, which resulted in 230% increase in annual online sales.
- Increased ERP client acquisitions by 35% by attending onsite and implementing 24/7 live chat in support portal.

ToastAIO Content Partnerships Manager (November 2019 – January 2022)

ToastAIO is an influencer marketing group that promotes brands and events through influencer content creations on social media.

- Executed 20+ major brands deals including Popeyes, NASCAR, Don Julio, Ruffles, and HollylandTech, leading to an additional half million revenue.
- Developed and maintained strong direct relationships with content brands & partners to discuss strategies for account growth in order to maximize business promotional performance, CRM, and CPM.
- Led project teams at events such as Asian World Film Festival, Designer Con, KCon, Complex Con, YouTube & Tiktok Events, etc.
- Hosted internship for three quarters amassing 20+ interns to teach the fundamentals of social media marketing and content creation.
- Developed merchandise storefronts and funnel websites for six influencers amassing 30M followers optimizing in different categories that led to additional revenue and over 250% in monthly sponsorship inquiries.