

TERRY KIM

LOS ANGELES, CA



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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, ERP, Liquid,
React, Shopify, WordPress, APIs, AWS,
Firebase, PHP, MySQL, Magento

Other Skills

Rally, Jira, Slack, Discord, Google Apps,
Microsoft Apps, Adobe Apps, Github,
Salesforce, Social Media Platforms, SEO

Key Skills

- Team Leadership
- Fullstack Web Development
- Product Management
- Online/Offline Business Growth
- Product Road Mapping
- UX/UI Wireframing
- Agile/Scrum Methodology
- Strategic Roadmap Planning
- Quantitative Data Researching
- User Growth Experience
- Contract Negotiations
- Cross-Functional Coordination
- Advertising / Google Analytics
- Technical Discussions
- Digital Content Creation
- Social Media Marketing
- AB Quality Assurance
- Retail/Subscription/B2B/B2C
- Onsite/Offsite SEO Strategy
- API & Widget Integration
- Database Migration

Languages

Korean

Proficient

English

Proficient

Experience

toastaio *Project Manager* (Jan 2017 - December 2022)

toastaio is an all-in-one digital marketing brand that promotes major brands and products through creative events & influencer content partnerships.

- Developed merchandise ecommerce & funnel websites for nine influencers amassing 30M followers to optimize in different categories that led to additional revenue and over 280% in monthly potential sponsorships.
- Managed & co-created YouTube channel with over 2M subscribers, 290M views, with most viewed video with 52M views and 53k comments.
- Executed 40+ major brands deals including Amazon, Popeyes, NASCAR, Kakao, LA Dodgers, Kyocera, accumulating over half million revenue annually.
- Developed and maintained strong relationships with brands & partners to discuss strategies for organic growth and maximized business promotional performance, ROI, CPM, and CRM for events and promotions.
- Led project teams at events such as Asian World Film Festival, Netflix Popups, DesignerCon, VidCon, Complex Con, YouTube & Tiktok Events, etc.
- Led three different internship courses for 20+ interns to teach the fundamentals of digital media marketing and influencer growth.

Nanowell *Ecommerce Product Manager* (September 2019 - November 2022)

Nanowell is a health & nutrition research company that specializes in ionized minerals to cure osteoporosis and to improve well being

- Led cross functional teams of 10-20 employees to revamp the priorities of procedures and business operations, implementing biweekly sprints to define and execute positioning, key benefits, and targeting new customers.
- Revamped company website from Woocommerce into Shopify, installing onpage and offpage SEO, increasing \$4M in revenue in first two years.
- Applied dual language masking, loyalty program rewards, international payment gateways, live customer support chats, and ERP migrations resulting in over 300% in returning customers, and 780% new customers.
- Supported filming crew with 300+ YouTube Videos on health & nutrition, and current events during the pandemic to funnel company products sales.

The Crémé Shop *Jr Product Manager & Web Dev* (February - July 2019)

The Creme Shop is a leading cosmetics brand partnered with Disney, Sanrio, BTS, and Kakao that cater to young teens and LGBTQ communities.

- Led a team of 8 employees to convert B2B wholesale system (WMS) to B2C ecommerce with new ERP integrations, bringing in \$2M in revenue quarterly.
- Established and rolled out better development practices for the team in order to improve ecommerce operations, social media marketing, 3PL fulfillments, inventory tracking, brand partnerships, and customer support.
- Published over 30 MSDS & qualifications on Amazon FBA, CVS & Walgreens board, and Sephora guidelines to create an entrance into major brands online.
- Managed company Slack and Jira software to collect user stories, feedbacks, maintain trade shows, and establish internal updates & communications.

Freelance Web Developer (September 2018 - February 2019)

After completing fullstack bootcamp course at UCLA, I reached out to many small and local businesses to recreate websites to a more modern and secure online store/page.

- Developed customized front and backend for a variety of businesses using Javascript, PHP, Python, Bootstrap Liquid, and other libraries and databases.
- Participated in multiple hackathons and group projects to build experience, network, and development in web & software engineering.