



LOCATION LOS ANGELES • TEL +1.310.780.4910 • EMAIL WILLIAM.J.KIM@GMAIL.COM

//MY INTENT

Build on 10+ years of 360 integrated marketing and account management experience by joining a tenacious team of creative, strategic thinkers to tackle complex communications challenges and create authentic, valued, and timeless culture-impact moments

//CORE COMPETENCIES

- **10,000 feet view:** evaluating individual projects in context of broader client business objectives
- **I <3 digital + interactive:** thorough working knowledge and experience with digital medium as a platform to deliver highly targeted communications
- **Broadcast production:** oversaw dozens of broadcast productions from creative concept, shooting, to post production and trafficking
- **Think bigger, better, together:** reputation for driving collaborative problem-solving to try and evolve good ideas into great ideas
- **Your #1 cheerleader:** first to stand on front lines supporting the effort of team members and champion the group's work product
- **No one likes waste:** manage resources smartly by monitoring and optimizing time and capital expenditure from beginning-to-end of assignment
- **Client-friendly:** thousands of hours of direct pitch, presentation, and relationship-building time with clients, including Fortune 500 companies

////LANGUAGES

KOREAN: fluent speech; basic writing and reading

SPANISH: basic speech, writing and reading

////EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY

Bachelor of Arts (BA) Mass Communications

Bachelor of Arts (BA) Political Science

///WHERE I'VE BEEN, WHAT I'VE DONE

ACCOUNT SUPERVISOR (TIME WARNER CABLE) • OGILVY & MATHER NEW YORK • 10/12—11/13

- Oversaw production of over 15 national broadcast/TV spots in a span of 12 months (including Super Bowl spot). Collaborated with high-profile entertainment properties in the process— HBO, AMC, ABC, Disney, Pixar. Select works short listed for Cannes and London International (LIA) awards
- Coordinated collaboration efforts with TWC's disperse media, multi-cultural and direct-response agencies to develop integrated marcomm strategy focused on delivering unified and focused recommendation
- Developed competitive analysis reports to evaluate market threats and opportunities, providing client with timely information to pivot marketing initiatives as necessary to respond or preemptively take action.

DIGITAL ACCOUNT SUPERVISOR (GE CAPITAL) • OGILVY & MATHER NEW YORK • 4/11 — 10/12

- On a shoestring budget, lead daily responsibility of coordinating 50+ team members across various internal departments, outside agency partners, and clients to execute a series of digitally-anchored campaign work, leading to landmark launch and success of category-redefining brand positioning for GE Capital
- Guided the launch of digital employee engagement campaign, motivating GEC's employees to support the redefined brand; 10,000 unique engagements at campaign launch, 300% higher than client expectations
- Campaign performance resulted in convincing breakthrough in brand and business success metrics; (1) 545% increase in engagement with digital ads; (2) target audience reported to be 70% more inclined to consider GEC services due to the rebranding efforts compared to those surveyed as being non ad-aware

SR. ACCOUNT EXECUTIVE (CISCO) • OGILVY & MATHER LOS ANGELES • 3/10 — 3/11

- Supported digital, broadcast, print and social initiatives to build a 360 brand awareness campaign for Cisco's 'Together' platform; developed content management system to streamline team organization and productivity, and optimize access to critical information for project planning and production needs
- Facilitated and managed end-to-end ideation, development and launch of new interactive landing experience; bounce rate on site decreased by 50% with an average increase of 130% in click-through-rate (CTR) across paid online ad units compared to the former campaign

ACCOUNT EXECUTIVE + PROJECT MANAGER • MORTAR SAN FRANCISCO • 8/05 — 9/09

- Managed integrated teams executing 150+ assignments, ranging from digital and offline campaigns, PR, website development, and brand strategy, across 15+ client verticals accruing over 1,000 hours of client-facing time in healthcare, education, tech, finance, hospitality, e-commerce, green energy, and non-profits
- \$25,000 in average estimated savings passed on to clients each year through effective negotiations with 3rd party suppliers and agencies (completed formal course via HAAS School of Business)