

JOSEPH KIM (RIT 3rd year)

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PROFESSIONAL EXPERIENCE:

- **Digital Marketing Coordinator for Linden Digital Marketing (20-present)**
 - I am currently doing my internship with Linden Digital Marketing. My responsibilities as a digital marketing coordinator include:
 - Assist in optimizing Google Ads Campaigns
 - Assist in analyzing Google Analytics data
 - Assist in creating Google Data Studio report
 - Assist in running WordPress websites (Elementor/Avada)
 - Run MailChimp email campaigns
 - Create and edit video/photo content for clients
 - Manage Instagram, Facebook, and YouTube accounts and help them grow their audience.
 - Research opportunities for growth and trends for clients.
- **Librarian** at Brighton High School, Rochester NY (18-19)
- **Basketball coach** for elementary students at Brighton Town Recreation (19 – 20)

ACADEMICS:

- **Rochester Institute of Technology (Rochester, NY)**
- Bachelor of Science in Marketing, 2019-2023. Expected May 2023, 3.8 GPA (as of 11/11/21)
- Secretary for Environmental Science Club (2019-2020)
- Social Media manager and student outreach director for Climate Club.
- Member of Delta Sigma Pi, a professional business fraternity.

SKILLS:

- Natively fluent in English and has elementary proficiency in Japanese, Korean, French.
- Experience in Premiere Pro, Final Cut Pro, and Photoshop
- Experience managing Instagram, TikTok, YouTube, FaceBook, and LinkedIn
- Can grow social media accounts: <https://www.tiktok.com/@josephkh.2>
- Google Analytics, Google Ads, Data Studio
- MailChimp