

JINAH KIM

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SUMMARY

While I have many hobbies that allow me to work with my hands or on a digital device, words are my primary medium. Professionally, I've worked in social media, marketing, and e-commerce, but where my passion lies is in connecting with people.

WORK EXPERIENCE

Scoutmob: Lead Copywriter/Editor

Jan 15–present

Being invited to join the elite team of whipcrackers and magicmakers at the well-known Atlanta startup was both an honor and a challenge. Here, I took over all writing responsibilities as the voice of Scoutmob.com, tempering wit with plenty of charm in a cheery, helpful tone.

PRODUCT-RELATED COPY & ARTIST BIOS

- Became an expert on six categories and several classifications of products, being able to aptly and accurately describe items of all kinds. Produced over 4,000 descriptions during my tenure here, out of a total 10,000 products currently live on the website.
- Also became a stalker of sorts, telling the story of over 150 makers, and how exactly each of them finds their inspiration—often with very little help from the artists' Q&A.

DAILY E-COMMERCE MARKETING EMAILS

- Created marketing emails that are sent to our primary mailing list of over 1M subscribers. This includes, but is not limited to: merchandising product, some light to heavy HTML action, and crafting a nifty email subject line.

SOCIAL MEDIA CONTENT

- Developed strategy and content for all Facebook, Instagram, Twitter, Google+ posts.
- Established new, separate accounts for Scoutmob.com (vs. Scoutmob ATL).

Moxie (Digital Advertising Agency)

Marketing & Communications Specialist

May 13–Oct 14

Marketing Coordinator

Aug 12–May 13

After joining the marketing team as a mere intern, my responsibilities continually expanded to support the agency's strategic priorities. I also coordinated all efforts to reinforce the brand and culture. So, when people ask who my main client was at Moxie, well, it was Moxie—and all 500+ of my colleagues.

INTERNAL & EXTERNAL EVENTS MANAGEMENT

- Planned cultural events for Moxie staff (team-building field day, annual holiday parties).
- Coordinated inaugural 3% Mini Conference, an all-day creative retreat for women in marketing.
- For all events: worked with external vendors and partners to book services and location rentals; developed all print and digital marketing materials to promote events; developing and executing agendas and run-of-show details.

MOXIEINTERACTIVE.COM

- Project managed the architecture, design, and development of the new Moxie USA website.
- Led on gathering and organizing content, becoming fluent in the Sitecore CMS.

MOXIE BUZZ: Blog, Insights, and News sections of MoxieUSA.com

- Led on determining editorial content and topic categories, working with contributors across all departments and multiple office locations.

SKILLS

- Advanced in MS Excel, Word, and PowerPoint (and their Google equivalents).
- Proficient in Adobe Creative Suite: Photoshop, Illustrator, InDesign.
- Experience with print, document, and web design

EDUCATION

MBA Marketing 2012

GSU Robinson School of Business

BS Industrial Engineering 2007

Georgia Institute of Technology