

ERIN KIM

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EXPERIENCE

PASSION PASSPORT CREATIVE SOCIAL MEDIA MANAGER

Direct digital content strategy, diversifying site's travel stories, publishing articles daily
Establish & execute daily Instagram Stories strategy, producing in Premiere (IG: 790K followers)
Manage editorial and social media staff of 6, aligning with business manager + CEO daily

*NOVEMBER 2016 –
PRESENT*

ENTERTAINMENT WEEKLY SOCIAL MEDIA EDITOR

Programmed and curated EW's top performing Instagram content with 10+ posts daily
Scripted 10+ innovative Snapchat short films – ex: *Mr. Robot*, Nick Jonas cover launches
Managed Comic-Con 2016 social team in NYC editing 500+ posts (5M+ video views)

*APRIL 2016 –
NOVEMBER 2016*

SWEETGREEN SOCIAL MEDIA LEAD

Managed 6+ new store/market social campaigns #sweetgreenla #sweetgreennyc
Directed creative Sweetlife Music Festival launch on social media – 50k+ engagements
Grew Instagram following by 44%, and total social audience reach by 20%
Created and maintained over 100+ new influencer relationships & ambassadors for the brand

JUNE 2015 – APRIL 2016

REFINERY29 ASSISTANT SOCIAL MEDIA EDITOR

Wrote & packaged 50+ FB posts daily to manage high site traffic on weekends
Published and curated lifestyle/entertainment content on Facebook, Pinterest & Twitter

FEBRUARY – MAY 2015

J. CREW SOCIAL MEDIA, DIGITAL DEVELOPMENT INTERN

Published cross-channel content on FB, Twitter, Pinterest, G+ for J.Crew/Madewell
Reported successes of key campaign/collaborations with New Balance, Artifact Uprising
Managed relationships with all 40+ influencers for #jcrewsmartsun + Arquite campaigns

*SUMMER 2014 –
SPRING 2015*

PREVIOUS WORK

Medium Digital Culturist Contributor 2016 / HelloGiggles Contributor 2014 / Gallatin Award for Visual Arts 2015 / Yahoo Entertainment Editorial Intern 2014 / NBCUniversal Social Media Intern 2012 / Gallatin Literacy Review Editorial Board 2013 / NYU Global Engagement Symposium Speaker 2014 / Gallatin Research Fund: Berlin Street Fashion Ethnography 2014

EDUCATION

NEW YORK UNIVERSITY

Gallatin School of Individualized Study, May 2015
BA in Media Storytelling
Dean's List, GPA 3.7
NYU Berlin Study Abroad, 2014

SKILLS

Branded Content
Cross-Channel Campaigns
Copywriting & editing
Photography
Photo & Video Editing
Art Direction
Influencer Management
Team Management
Story Writing

TOOLS

Wordpress
Instagram
Premiere
Photoshop
InDesign
Pinterest
Facebook
Twitter
Curalate