

ERIN KIM

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EXPERIENCE

LETTRES MAG FOUNDING EDITOR

Curate and edit 26 handwritten love letters from around the world for a brand new print magazine
Strategize editorial, social media, production & fundraising plans with UME Design team
Formulate authentic vision for mag through travels, chats with Michael Bierut & SYPartners designers

MARCH 2017 –
PRESENT

FREELANCE EDITORIAL & SOCIAL MEDIA CONSULTANT

Produce on-brand social media copy & content for 6 luxury clients via Chandelier Creative
Assist brands, individuals & publishers to create and refine their editorially-driven digital content

MARCH 2017 –
PRESENT

PASSION PASSPORT CREATIVE DIGITAL MANAGER

Directed digital content strategy, diversifying site's travel stories, publishing articles daily
Established & produced daily Instagram Stories strategy; edited in Premiere (IG: 790K followers)
Managed editorial and social media staff of 6, aligning with business manager + CEO daily

NOVEMBER 2016 –
MARCH 2017

ENTERTAINMENT WEEKLY SOCIAL MEDIA EDITOR

Programmed and curated EW's top performing Instagram content with 10+ posts daily
Produced 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 MANAGER

Established sustainable social campaign strategy for 6+ new stores #sweetgreenla #sweetgreennyc
Directed innovative Sweetlife Music Festival social media launch + content managing designers
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

PREVIOUS WORK

Medium.com Digital Culturist Contributor (present) / J.Crew Social Media, Digital Development Intern 2014 - 2015 / Refinery29 Assistant Social Media Editor 2015 / HelloGiggles Contributor 2014 / Gallatin Award for Visual Arts 2015 / Yahoo Entertainment Editorial Intern 2014 / NBCUniversal Social Media Intern 2012 / NYU Global Engagement Symposium Speaker 2014 / Gallatin Research Fund: Berlin 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