

Patrick Kyung Kim

9 Hazel Court, San Rafael, CA 94901 ■ (415) 571-1331 ■ patrickkyungkim@gmail.com ■ LinkedIn: www.linkedin.com/in/patrickkyungkim/

Digital Marketing Copywriter

- Substantive writing with proven results in driving website traffic through unique evergreen content
- Ability to form insights through research and convert them into new initiatives in content strategy
- Authentic voice and ability to make content relevant and appealing to various niche audiences
- Creative leveraging of social media to increase engagement and build brand equity among key influencers

Experience

iTutorGroup, Santa Clara, California

Blog Editor, June 2016 – March 2017

- Published 48 TutorMing blog articles, of which 22 are the first result on Google and 18 are in the top ten
- Evergreen content drew over 25K views while still in the early stages of an exponential growth trajectory
- *Mandarin Learning Tips*, *Chinese for Business*, and *China Expats and Culture* blogs grew 172% year on year
- Contributed to an 80% improvement in Alexa ranking and a #9 Chinese language blog ranking on Feedspot
- Wrote copy for Facebook, Twitter, LinkedIn, Google+, YouTube, Instagram, and email marketing channels
- Drove a 166% increase (20K) in Facebook page likes as well as interaction with key influencers on Twitter

APUS Group, Beijing, China

Marketing Specialist, January 2016 – April 2016

- Produced copy for Facebook and Twitter campaigns to communicate app benefits to a global audience
- Content strategy increased engagement, adding 500K Facebook page likes and 700 new Twitter followers
- Researched target audience through social media measurement tools and monitoring of the blogosphere
- Wrote blog posts and press releases to articulate company vision and value as well as drive website traffic

Beijing Sensoro Technology, Beijing, China

Overseas Marketing Manager, September 2015 – December 2015

- Translated and published all company blog posts, news releases, sales materials, and website content
- Wrote articles published by *Yahoo Finance* and major industry news sources, creating brand awareness
- Corresponded with writers, getting the company's story published in the first book written on the industry

China Central Television (CCTV), Beijing, China

Foreign Editor, September 2014 – September 2015

- Polished and revised news stories for distribution to Reuters, Associated Press and other media outlets
- Edited stories often became most widely purchased CCTV stories by week and month
- Communicated with co-workers to improve news writing style and translation accuracy

CALPRIG Environment California, Santa Barbara, California

Canvassing Field Officer, June 2012 – August 2012

- Raised second highest amount of money for environmental and agricultural policy issues of any canvasser
- Santa Barbara office reached third highest fund raising amount of all 23 California regional offices

Education

University of California, Santa Barbara, Cumulative GPA: 3.55/4.0 (Honors)

Bachelor of Arts Asian Studies, June 2013

Coursework: Interdisciplinary analysis of East Asian history and culture; Chinese language immersion

Study Abroad Experience: Peking University, Beijing Normal University, Shanghai Jiao Tong University