

Sangmin Kim

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Storyteller with Journalism & CRM Expertise

Portfolio website : [<https://kimc.journoportfolio.com/>]

Professional Summary

Considerate marketer with 7+ years of experience across journalism, digital marketing, and CRM strategy. Proven success in content storytelling, B2B SaaS growth, and customer experience. Skilled in managing marketing campaigns and product communications with business-level English fluency.

Professional Experience

SqueezeBits Inc. — Growth Marketer

Mar – Aug 2025 | AI Optimization SaaS Startup | products: OwLite (model compression SaaS), Fits on Chips (LLM serving optimization SaaS), yetter (generative AI API service)

- Lead generation: created digital content ([tech blog](#), [press releases](#), LinkedIn posts, email campaigns with A/B tests, and guest newsletter pieces)
- Marketing campaigns: launched Google search campaigns for Fits on Chips and OwLite, driving growth (Fits on Chips: +272% web traffic / +606% new users; OwLite: +173% web traffic / +588% new users), and executed a campaign to target SMEs for 2025 Cloud Voucher program
- CRM foundation: defined lead stages, designed the sales funnel, consolidated key lead data into a single system, and ran regular data clean-up to keep lead quality high
- AI community & events: planned and ran 8 online paper-review sessions over 2 months (170+ online participants) and one offline meetup (120+ attendees), handling speaker curation and sponsor (Qualcomm) coordination
- Field & trade shows: staffed demo booths at EVS (Embedded Vision Summit) 2025 and domestic AI shows (Intel AI Summit, NextRise2025, AI EXPO Korea), demoed OwLite / Fits on Chips, captured new leads, and pursued business opportunities
- Product launch prep: led market and marketing research for yetter, collected customer VoC, and supported early outbound sales efforts

Neusral Inc. — Marketing Manager (*My interview article: [link](#)*)

Jun 2022 – Jun 2024 | PR SaaS Startup

- Devise a three-year business plan establishing a sales & marketing action plan and goal for success (MRR, Sales Qualified Lead, Retention Rate)
- Carry out the B2B market analysis to identify key client segments by listening to VOCs (Voice of Customers) and analyzing data
- Build the CRM-based lead management system and do account-based sales, marketing, and CS
- Run owned media channels and hold PR seminars to increase organic traffic and the number of leads
- Create digital stories that let people feel empathy for the brand based on ICP(Ideal Customer Profile)

Performars Inc. — *Digital Content Manager*

Sep 2020 – Dec 2021 | Martech & Marketing Agency

- Design a digital marketing strategy for B2B sectors in COVID 19
- Run the marketing automation & CRM software Hubspot, Onesignal, Mixpanel
- Consult clients and organize digital marketing campaigns based on DATA insights and analysis from marketing tools
- Provide & pitch a proposal in the way of Analysis-Approach-Recommendation
- Run owned digital platforms: blog, social media, and e-newsletter doing SEO
- Assist Kenome, a P2E project, with the initial campaign and partnership
- Create short documentary videos with an external production company, refer to: <https://youtu.be/LaYpBbw-2dE>

CJ HelloVision — Broadcast Reporter

Jan 2014 – Feb 2017 | *Full-time Reporter* at Cable Broadcasting

1) Worked at Silla broadcasts in Gyeongju

- Worked as a City Hall and Wol-Seong nuclear power plant correspondent
- Being an Anchor for breaking news '5.8 magnitude earthquake in Gyeongju in 2016'
 - Nominated for great journalist of Korea Cable Television Association in 2017
- Run the social media channels of TV broadcasters including Facebook page and others
 - The number of followers had grown from 0 to 2.3k for 6 months; the largest change among 23 branch offices of the company
 - Page address: <https://www.facebook.com/profile.php?id=100011967162973>

2) Worked at Suseong Broadcasts in Daegu

- Worked as a reporter for a City Hall, police office, local soccer team, etc
- Awarded a Monthly Great Reporter Award from CJ media 2 times
- Focused on finding solutions to pending issues such as the high-accident area, conditions of shelters, and environmental black spots in the suburbs

3) Worked at HQ in Seoul

- During a new employee training, participated in CJ Only One Fair, an idea competition
- Awarded a Grand Prix in the CJ Group Newcomer Idea Competition in 2014

Intern Experience

LocalMotion, Hong Kong-based Startup

Jun 2020 – Jul 2020 | *Intern, in-house PR/Marketing Team*

- Established a PR strategy for digital channels such as e-newsletters and social media.
- Assisted with thought leadership paper(whitepaper) for B2B business model
- Planned and created content on LinkedIn and Instagram

Mizzima Media Group, Yangon, Myanmar

Jun 2019 – Aug 2019 | *Intern Multimedia Journalist, News Production Team*

- Worked on new stories in Yangon for Mizzima Weekly, an English-based publication
- Pitched stories to senior editor Julian Gearing, based in Thailand, and researched topics and reported conferences or events and interviewed stakeholders on those issues
- Made feature stories from Myanmar's specialty coffee to gender equality in the country, sometimes creating video stories to supplement writings
- Refer to: <http://www.mizzima.com/article/burgeoning-speciality-coffee-myanmar>

Nepali Times, Patan, Nepal

Dec 2018 – Jan 2019 | *Intern Multimedia Journalist, News Production Team*

- Released multimedia articles combined with videos and photos
- Created video content about K-pop in Kathmandu, hitting 10k views on YouTube
- Refer to: <https://www.nepalitimes.com/banner/k-pop-in-k-town/>
- Arranged an interview with the Korean Ambassador to Nepal

Education

M.A. in Journalism, The University of Hong Kong, 2018 – 2020

B.S. in Computer Engineering, Korea Aerospace University, 2016 – 2013

Certifications & Tools

- HubSpot Content Marketing / Mixpanel Certified
- Tools: HubSpot, CRM, GA, Adobe Premiere, Notion, Slack, ETC

Languages & Skills

Language English: Fluent, Mandarin: Basic, Korean: Native

Computer

Adobe Premiere: Advanced, Microsoft Office/G suits: Advanced,
CRM tools for Data Analysis: Advanced, SQL: Basic, C++/Python: Basic
Generative AI: ChatGPT, Gemini, Midjourney, Flux, etc