

# KIM SANGMIN

Website: <https://kime.journoportfolio.com/>

## EDUCATION

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Sep 2018 - May 2020	<b>Master's Degree, Master of Journalism</b> The University of Hong Kong (HKU), Hong Kong
Mar 2006 - Dec 2013	<b>Bachelor of Science in Engineering, Computer Science Major</b> Korea Aerospace University (KAU), Korea

## TOP TALENTS

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Adaptive / Curious / Open to learning, Peacemaker, Team spirit, Consistency (measured by Plum)

## WORK EXPERIENCE

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Jun 2022 - NOW	<b>Neusral, Seoul, Korea</b> <i>Business Storyteller, Customer Success Team (My interview article: <a href="#">link</a>)</i> <ul style="list-style-type: none"><li>• Devise a three-year business plan establishing a sales &amp; marketing action plan and goal for success (MRR, Sales Qualified Lead, Retention Rate)</li><li>• Carry out the B2B market analysis to identify key client segments by listening to VOCs (Voice of Customers)</li><li>• Build the CRM-based lead management system and do account-based sales, marketing, and CS</li><li>• Run owned media channels and hold PR seminars to increase organic traffic and the number of leads</li><li>• Create digital stories that let people feel empathy for the brand</li></ul>
Sep 2020 - Dec 2021	<b>Performars Inc, Pangyo, Korea</b> <i>Digital Content Manager, Digital Transformation Team</i> <ul style="list-style-type: none"><li>• Design a digital marketing strategy for B2B sectors in COVID 19</li><li>• Run the marketing automation &amp; CRM software Hubspot, Onesignal, Mixpanel</li><li>• Consult clients and organize digital marketing campaigns based on DATA insights and analysis from marketing tools</li><li>• Provide &amp; pitch a proposal in the way of Analysis-Approach-Recommendation</li><li>• Run owned digital platforms: blog, social media, and e-newsletter doing SEO</li><li>• Assist <a href="#">Kenome</a>, a P2E project, with the initial campaign and partnership</li><li>• Create short documentary videos with an external production company Refer to: <a href="https://youtu.be/LaYpBbw-2dE">https://youtu.be/LaYpBbw-2dE</a></li></ul>
Jun - Jul 2020	<b>LocalMotion, Hong Kong-based Startup</b> <i>Intern, in-house PR/Marketing Team</i> <ul style="list-style-type: none"><li>• Established a PR strategy for digital channels such as e-newsletters and social media.</li><li>• Assisted with thought leadership paper(whitepaper) for B2B business model</li><li>• Planned and created content on LinkedIn and Instagram</li></ul>
Jun - Aug 2019	<b>Mizzima Media Group, Yangon, Myanmar</b> <i>Intern Multimedia Journalist, News Production Team</i> <ul style="list-style-type: none"><li>• Worked on new stories in Yangon for Mizzima Weekly, an English-based publication</li><li>• Pitched stories to senior editor Julian Gearing, based in Thailand, and researched topics and reported conferences or events and interviewed stakeholders on those issues</li><li>• Made feature stories from Myanmar's specialty coffee to gender equality in the country, sometimes creating video stories to supplement writings Refer to: <a href="http://www.mizzima.com/article/burgeoning-speciality-coffee-myanmar">http://www.mizzima.com/article/burgeoning-speciality-coffee-myanmar</a></li></ul>
Mar - Jun 2019	<b>Lumeos, Hong Kong-based Blockchain Startup</b> <i>Freelancer, in-house PR team</i> <ul style="list-style-type: none"><li>• Wrote an E-newsletter about status updates of the Lumeos's social surveying App</li><li>• Joined in the new marketing campaign to promote its App by making videos</li></ul>

Dec 2018 -  
Jan 2019

### **Nepali Times, Patan, Nepal**

*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

Jan 2014 -  
Feb 2017

### **CJ HelloVision, Korea**

#### ■ **Worked at Silla broadcasts in Gyeongju**

*Full-time Reporter, TV News Production Team, Gyeong-buk Media Bureau*

- 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>

#### ■ **Worked at Suseong Broadcasts in Daegu**

*Full-time Reporter, TV News Production Team, Gyeong-buk media bureau*

- 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

#### ■ **Worked at HQ in Seoul**

*Trainee Reporter, TV News report team*

- 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

## **PUBLICATIONS**

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Co-author of a Book named '*Survival Backpack in front of the Porch,*' Arudesign Studio (May 19, 2017)

- 15's individual stories experiencing the biggest earthquake in Korea in 2016
- Related webpage: <https://tumblrbug.com/gyeongjueq>

## **RESEARCH EXPERIENCE**

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Mar -  
May 2019

Participated in a global project about free speech issues

- Research Name: *State of Free Expression in Asia* (SOFEA)
- Research Head: Hong Kong University Journalism Centre (JMSC)
- Research topic: A variety of Asian countries and their respective legal systems and casework about Free Expression
- Duty: Researched a comprehensive and searchable database of laws, regulations, policy papers, case law, draft law, and news coverage covering 14 jurisdictions in Asia (My beat in S. Korea)
- Used a WordPress CMS
- <https://teaching.globalfreedomofexpression.columbia.edu/about>

Feb -  
Mar 2014

Participated in CJ Group's New One Only Fair (Idea Competition)

- Research Name: *Ear-dream*
- Research Head: Social Contribution Team of CJ HelloVision
- Research topic: Development of audio commentary support TV for the visually impaired
- Duty: Presenter, market researcher
- Inquired a market demand through meeting with visually impaired
- The outcome was graded through the presentation after simulations (the grand prize)
- Related Video: <https://www.youtube.com/watch?v=LSOykegQ5PI>

## RELATED EXPERIENCES

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| Mar -<br>Aug 2013 | <b>University Student Press Corp., Samsung SDS, Seoul, Korea</b><br><i>Participated in the 1st University Student Press Corp.</i> <ul style="list-style-type: none"><li>▪ Wrote articles for the SDS's PR channel (Facebook, blog, and in-house broadcasting)</li><li>▪ An interview report with Korean representative consilience scholar Jae-Cheon Choi, Ewha Woman University</li><li>▪ As a representative reporter covered a 2013 Samsung SDS conference held in Shenzhen, China</li></ul>                 |
| Sep -<br>Dec 2011 | <b>Student Press Corp., Korea Broadcast Journalist Association (KBJA), Seoul, Korea</b><br><i>Participated as an honorary student reporter in the 2nd journalism school</i> <ul style="list-style-type: none"><li>▪ Wrote interview articles for a quarterly magazine of KBJA</li><li>▪ 'I am a Sports Reporter,' interview with Byung-Ho Min, an MBC sports reporter</li><li>▪ Interviewed incumbent broadcast reporters including Kyung-min Shin, a lawmaker</li></ul>  |
| Jan -<br>Jul 2011 | <b>Student Press Corp., Ministry of Foreign Affairs and Trade, Seoul, Korea</b><br><i>Participated in the 4th blog reporters group</i> <ul style="list-style-type: none"><li>▪ Chaired a meeting to discern news items once a month</li><li>▪ Wrote articles for the official blog of the Ministry of Foreign Affairs and Trade</li><li>▪ Provided cultural information like 'Why do Muslims not eat pork?'</li><li>▪ Interviewed a K-pop idol 'Rainbow' who spreads K-pop culture over Asian nations</li></ul> |

## CERTIFICATES & SKILLS

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- Language** English: Fluent, Mandarin: Intermediate, Korean: Native
- Computer** Adobe Premiere: Advanced, C++ and R: Basic+,  
Microsoft Office/G suits: Advanced, CRM tools: Advanced