

Noah Kim | noahkim.info

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EXPERIENCE

Copywriting Specialist

- **Noodle – Full-Time** **January 2022 – Present**
 - Develop copy for marketing collateral including, but not limited to: social media and ads; websites and landing pages; editorial blog-style articles; batch and journey email campaigns; templates for enrollment; SMS campaigns; ad hoc content requests
 - Ideate for and launch new programs
 - Proactively manage simultaneous deadlines to maintain high-quality work product
 - Coordinate with internal and external stakeholders and university partners to complete deliverables to needed specifications and timelines
 - Synthesize feedback from multiple sources and integrate into revised work product
- **OnRamp Media, LLC – Contract** **November 2020 – January 2022**
 - Research and write over 80 deadline-driven consumer product reviews
 - Cover topics including technology, fitness, parenthood, pet ownership, beauty and fashion
- **Noihsaf Bazaar – Commission** **June 2021 – September 2021**
 - Pitch and construct 1200-word blog piece examining ideas of time, family history and cultural norms through the lens of an inherited watch

Bar Back – neat.

November 2019 – May 2020

- Know and understand neat.'s arsenal of niche spirits and craft cocktails
- Polish and organize glassware, prepare fresh juices and syrups, and stock back bar and well to ensure fluid service
- Engage and create relationships with existing regulars or encourage first-time patrons to return

Farm-hand – Pulicaro (Torre Alfina, Italy)

Summer 2019

- Feed and care for livestock including turkeys, chickens, pigs, rabbits, goats, sheep and dogs
- Install feeding and drinking troughs, electric fences and animal shelters

Tour Guide – USC Admission Center

October 2016 – May 2019

- Lead tours of campus while engaging an audience and communicating expert knowledge of the university
- Prepare Excel-based daily, weekly and monthly business reports detailing campus visit data
- Plan and coordinate open houses, overnight campus visits and other recruitment events
- Respond to telephone and email inquiries from students, parents, school counselors, faculty and department heads

Public Relations Intern – The Pollack Group

Spring 2019

- Research and pitch original content for company website and clients' websites
- Copy editing, social media strategizing and media outreach
- Publish blog demonstrating knowledge of modern political marketing/advertising
- Develop and pitch media ideas during in-person meetings with clients

Public Relations Intern – Fremantle Media

Summer 2018

- Research and organize media-contact spreadsheets for various TV genres
- Pitch outlet and story ideas to head of PR department
- Facilitate press day with KTLA on set
- Pull clips for online ads and award submissions

EDUCATION

University of Auckland, Auckland, New Zealand

Semester Abroad, Fall 2017

University of Southern California, Los Angeles, CA

May 2019

Bachelors of Arts in Narrative Studies and Public Relations, GPA: 3.91

● Achievements

- ✓ USC Presidential Scholar
- ✓ USC Thematic Option: General Education Honors Program
- ✓ Summa Cum Laude