Susan Kim

*International Communications Specialist*

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**Corporate Communications Executive**

**Stakeholder Relationship Management • Creative Media Services Facilitation**

**Analysis & Data Gathering •Advanced Computer Software Capabilities  
Excellent Written and Oral Language Skills in Korean, English & Japanese**

**The Johns Hopkins University, MA. The George Washington University, BA**

Wide-ranging experience in international media communications implementing marketing strategies and facilitating marketing campaigns in multiple languages. Major event planning with coordination of international governmental agencies at the highest levels. Website and branding development to support established strategies and objectives.

PROFESSIONAL EXPERIENCE

**Independent Consultant, iResearch,** Washington, DC*October 2011 – Present**Full Service Online Quantitative and Qualitative Market Research Firm*

* Redesigning iResearch’s Website to attract potential customers, facilitate purchases, and expand iResearch’s online presence.
* Monitoring and co-moderating online focus groups, analyzing data for current clients.
* Developing integrated marketing strategies and training materials for introduction of new products and services.
* Performing competitive analyses and developing pricing strategies to optimally position iResearch in the market, capitalizing on largest, most underserved market segments.
* Conducting industry, competitor, and target market research.

**Senior Research Associate, Embassy of the ROK,** Washington, DC*2009 – 2011*

*Premiere Embassy of South Korea in the United States of America*

* Served as local research aide for Korean President Lee’s two official state visits.
* Developed and executed communication and international media strategies in response to crisis situations such as North Korea’s sinking of South Korean Navy Ship *Cheonan*, North Korea’s currency reform, and threatened Christmas bombing in DMZ.
* Collaborated with various international organizations such as the World Bank in organizing numerous international events and affairs including the Seoul G20 Summit, 2010 Nuclear Security Summit and Korea-U.S. Free Trade Agreement.
* Interacted with United States government agencies and crafted official letters to outside stakeholders and partners.
* Produced more than 250 research reports on foreign policies, international security, and economic issues for Korea’s Ministry of Foreign Affairs and Trade.

International Web Marketing Analyst, TIG Global, Bethesda, MD *2007 – 2008*

*Leading full-service Internet marketing firm*

* Wrote performance analysis reports, conducted ROI analysis, and developed marketing strategies for nearly 30 international and domestic luxury hotels including J.W. Marriott, MGM Grand (Macau) and InterContinental.
* Developed and executed more than 50 integrated online marketing campaigns in English, Korean, and Japanese – each highly customized with positioning and branding for location and clientele for specific hotel.
* Allocated nearly $500,000 of clients’ online advertising budgets, increasing year-over-year online ROI by 200% to 800%.
* Educated executive team about the Asian market and managed the firm’s first Asian client, one of their largest clients to date.

**Senior Account Executive, The Marketing Group, Inc.,** San Francisco, CA *2006 – 2007  
Full service marketing, sales promotion & interactive company*

* Assisted in planning and opening new office in San Francisco, CA.
* Interviewed more than 40 candidates, trained more than 20 account executives, and directed and motivated sales team for newly established branch office.
* Managed 20+ key accounts including major national brands like Verizon and Staples, accounting for more than 50% of firm’s revenue.

**Internships**

**Marketing Intern, TEFL International,** Alexandra, VA *2006*

**International Marketing Intern, LG Electronics,** Seoul, Korea *2005*

**International Business Development, Korea Telecom**, Seoul, Korea *2002*

EDUCATION

**The Johns Hopkins University, Master of Arts in Communications, 2011**

**Corporate and Non-profit Communications**

Presented master’s thesis, *Where are the Women Who Broke the Glass Ceiling? Bias Against Female CEOs in the News Media,* at international media conference in Osaka, Japan

**The George Washington University, Bachelor of Business Administration, 2006**

**Marketing and International Business**

Winner of Regional American Advertising Federation National Advertising Competition, 2006

**Software Expertise**

SPSS, SAS, Oracle, Adobe Photoshop, CS, Wordpress, MS Excel Data Analyis Toolpak, Simmons Database, THOMAS Database, PACER Database, Google Analytics, Omniture

**Language Skills**

Native Korean, fluent English, Japanese

**Immigration Status**

South Korean National with Permanent United States Green Card