Na Yoon Kim

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**EDUCATION**

**Boston University College of Communication Boston, MA**

Bachelor of Science in Communication, Concentration in Advertising  *January 2018*

Minor in Business

GPA: 3.16/4.0 (GPA in major: 3.394/4.0)

**Seoul National University – Study Abroad Seoul, Korea***June-July 2016*

**ADVERTISING EXPERIENCE**

**BOSTON UNIVERSITY National Student Advertising Club (NSAC) Boston, MA**

*Account team September 2016-May 2017*

* Develop the overall strategies and the plan book along with research to guide the direction of the Tai Pei advertising campaign

*Media team September 2015-May 2016*

* Collaborated with other media team members to research each price and impact of the media for the Snapple advertisement
* Developed social strategies and creative briefs

**BOSOTN UNIVERSTIY AdLab Boston, MA***Account Planner January 2016-May 2017*

* Develop creative briefs, social media strategies, and infographics for mail pieces and digital

*Account Executive September-December 2016*

* Contacted and managed work with the client
* Developed creative brief; Facebook, Instagram, Twitter strategies, and digital deliverables with our creative and account team
* Entered the Acura ILX Marketing Challenge Fall 2016

**LEADERSHIP EXPERIENCE**

**BOSTON UNIVERSITY**, **Questrom School of Business** **Boston, MA** *Research Assistant* *March-May 2016*

* Coordinated by Professor Yoo Teak Lee, had weekly meeting with the professor to share research on Six Sigma
* Discussed the design of Six Sigma card that will be published and added content to model card on computer

**BOSTON UNIVERSITY KOREAN INTERNATIONAL STUDENT ASSOCIATION (KISA) Boston, MA**

*Executive Board Member September-December 2015*

* Created events for Korean international students to introduce new opportunity and community in Boston and Korea

**KIC MASS CHALLENGE Boston, MA**

*Student Ambassador April 2015*

* Helped Korean start-ups to enter the international competition, Mass Challenge, as an interpreter

**ADDITIONAL EXPERIENCE**

**Onnuri DMC, INC.**  **Seoul, South Korea**

*Global Intern May-August 2015*

* Participated in the business forum to introduce the company to foreign investors and undertook the contacts with them
* Researched the characteristics and effectiveness of each social networks and helped to launch its Facebook page

**GYEONGGI TEXTILE CENTER** **Los Angeles, CA**

*Intern June-August of 2009, 2010, 2013*

* Managed company booth and communicated with customers at Las Vegas for Magic Market Week, the world’s most extensive fashion sourcing
* Corresponded directly with various commercial partners in Las Vegas via email and telephone

**AFFILIATIONS**

* American Advertising Federation (AAF)

**SKILLS**

**Language Skills**: Korean (Native), English (Fluent), Spanish (Intermediate)