

RYAN KIM

347-610-2552 | ryankim2023@u.northwestern.edu | New York, NY | [Profile](#) | [LinkedIn](#)

EDUCATION

NORTHWESTERN UNIVERSITY

Evanston, Ill.

Master of Science in Journalism

Expected September 2022 - June 2023

- Specialization in Media Innovation and Content Strategy

Bachelor of Science in Journalism and Political Science

September 2019 - Expected June 2023

- GPA: 3.93/4.00 | Dean's Honor List: 7/7 quarters

EXPERIENCE

MADISON SQUARE GARDEN

New York, N.Y.

Marketing and Communications Student Associate

June 2022 - present

- Propose recommendations for media coverage opportunities after assessing content of over 10 publications, resulting in feature in digital publication with 120,000 unique visitors per month
- Fact-check all statistics included in marketing campaigns, promotional videos, and client outreach surrounding MSG's upcoming \$1.8 billion performance venue, the Sphere
- Screen over 20 attendees of National Basketball Players Association's annual career development event
- Develop and present employee retention business pitch with a team of 5 peer student associates

NORTHWESTERN OFFICE OF UNDERGRADUATE ADMISSIONS

Evanston, Ill.

Student Volunteer Program Coordinator

September 2020 - present

- Identify growth opportunities from operational data and lead targeted recruitment efforts, increasing number of transfer student volunteers by 233%
- Partner with peer coordinators to create 27-page handbook and conceptualize new virtual training module, accelerating volunteer onboarding process by 65%
- Present to over 100 prospective students at a time on university-led panel discussions with global reach
- Initiate, develop, and launch centralized resource page for peer coordinators, receiving over 400 clicks and 200 impressions in one year

MESSAGE LAB

Oakland, Calif.

Strategy and Insights Resident

March 2022 - June 2022

- Developed and presented research-based strategy for top venture capital firm to convert viewers of 57,000-subscriber YouTube channel to podcast subscribers
- Interpreted data from global survey of 150 CFOs and produced key insights, shaping narrative of article that reported high 2-minute engagement time and was published by top venture capital fund
- Evaluated features of competitors' blogs for top financial service company and mapped out comparisons, informing new content strategy
- Compiled nearly 90 statistics to support future marketing initiatives for new Alphabet X project

ADDITIONAL INFORMATION

Languages

Conversational/Intermediate in Spanish | Conversational/Intermediate in Korean

Technology

Proficient in Adobe Premiere Pro | Final Cut Pro | PowerPoint | Miro | Canva

Intermediate in Adobe Photoshop | HTML | CSS | Figma | Excel

Interests

Choreographing | Hip-hop dance | Curating playlists | Portrait photography