

Rachel Kim

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EDUCATION

- New York University**, New York, NY Sep. 2019 – Sep. 2023
Bachelor of Science, Media, Culture, and Communication, GPA: 3.84
- Minor in Psychology
- Seoul National University**, Seoul, South Korea Mar. 2022 – Dec. 2022
Visiting Student, Dept. of Communication

EXPERIENCE

- Asian American Journalists Association**, New York, NY Apr. 2023 – Jul. 2023
AAJA Voices Fellow
- Chosen as one of 22 journalism students across the nation to research, report and write a long-form news story over three month period
 - Interviewed Asian American undocumented immigrants in New York City about policy priorities and voting rights ahead of the 2024 presidential election
 - Published and presented report at AAJA National Convention in Washington D.C.
- FrontRow Global Limited**, Seoul, South Korea Sep. 2022 – Jan. 2023
Marketing and Public Relations Intern
- Executed marketing plans for the K-Education app "The Director" by planning collaborations with social media influencers, South Korean celebrities, and the Ministry of Culture, Sports, and Tourism
 - Performed outreach for a K-POP Concert Tour in the UK by writing and publishing post-concert press releases
 - Managed in-campaign marketing & PR activities, such as crowdfunding for the 2023 The Director App Talk concert
- The Korea Herald**, Seoul, South Korea Sep. 2022 – Oct. 2022
Student Ambassador
- Conducted online PR for the leading English-language daily in South Korea for the 2022 Korea Herald Biz Forum where world leaders and policy makers gather
 - Created card news and video content that introduced world leaders and special guest speakers (i.e. Co-Founder of Moderna, Chairman of the Blockchain Research Institute via online engagement
- Novità Communications**, New York, NY Sept. 2020 – Jan. 2021
Marketing and Public Relations Intern
- Conducted outreach to new prospective clients in interior design and architectural communities in order to secure stories for company pitches, newsletter blasts, and newswires
 - Drafted media and clip reports and managed press kit production for clients including True Residential, NeoCon, and Architecture & Design Film Festival

LEADERSHIP ACTIVITIES AND AFFILIATIONS

- Asian American Journalists Association** Jan. 2023 – Present
Director of Video Team, The SNU Quill Mar. 2022 – Dec. 2023
- Produced fun and engaging video content for Seoul National University's English Publication "Who Are SNU Students?" and "Which SNU Majors Would You Date or Not Date?"
- HR Chair, NYU IR Insider** Sept. 2020 – Jan. 2022
Business Associate, NYU Undergraduate Law Review Sept. 2020 – Jan. 2022

SKILLS

- **Languages:** Korean (Fluent), Spanish (Intermediate)
- **Computer:** Adobe Premiere Pro, Photoshop, InDesign, Microsoft Office (Excel, Word, PowerPoint, Outlook)