

JuJu Kim

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EDUCATION

Northwestern University
Evanston, IL
Bachelor of Science in journalism
Double major in psychology
Graduated June 2013

ORGANIZATIONS

Online News Association
Asian American Journalists Association

SKILLS

Digital
Campaign Monitor, WordPress, Airship,
SEO, content management systems,
Cxense, Figma, Jira

Social media
SocialFlow, Croma, TweetDeck,
PublishCheck

Programming
HTML, CSS

Multimedia
Adobe Audition, Final Cut Pro

Editing and design
Adobe InCopy, InDesign, Photoshop

HONORS

Dow Jones One Award
June and December 2022 recipient

ESPN Standing Ovation
2013 recipient

Mortar Board Senior Honor Society
2013 inductee

Delta Epsilon Iota Honor Society
2013 inductee

EXPERIENCE

THE WALL STREET JOURNAL, New York, NY

Senior Platform Editor, August 2019-present

Platform Editor, July 2018-August 2019

- Plan and help lead coverage of news events and promotion of special projects on WSJ's website, app and iPad version of print edition
- Package content for digital platforms, writing and editing headlines and summaries
- Write, edit and send push notifications and email alerts
- Promote content on WSJ's Twitter, Facebook and LinkedIn accounts
- Serve as liaison between newsroom and product team, testing new features, improving tools, and documenting and troubleshooting issues
- Curate and edit the What's News and The 10-Point newsletters
- Train co-workers and interns on content management systems, newsletters and other digital tools
- Manage night-shift staffing and coordinate on scheduling for full team
- Created and continue to update a team hub for how-to documents and guidance

DIGIDAY, New York, NY

News Editor, April 2017-July 2018

- Edited and fact-checked stories—including breaking news, features and research posts—for Digiday.com, Glossy.co (fashion and beauty), Tearsheet.co (finance) and Digiday's magazine
- Wrote Digiday Weekly newsletter and editorial blurbs for Digiday Daily newsletter, and edited all of Digiday's other newsletters (hundreds of thousands of subscribers)
- Established and updated Digiday's style guide, including examples of proper usage and links to explainers for industry jargon
- Tweeted newly published stories every weekday morning from Digiday account

ESPN, New York, NY

Associate Digital Audio Editor/Producer (ESPNRadio.com), November 2014-April 2017

Assistant Audio Editor, September 2013-November 2014

- Led ESPNRadio.com's news coverage, curating, creating and packaging content
- Wrote and edited website display copy, audio descriptions and podcast push alerts
- Copy edited ESPN.com stories and associated headlines, photo captions and charts
- Developed workflow to send push notifications for podcasts and game broadcasts
- Promoted podcasts on website, across ESPN and through social media
- Trained co-workers and interns on web production and push alert procedures
- Directed digital execution of "Mike & Mike" 15th anniversary broadcast, including creation of microsite and fan engagement elements
- Produced podcasts, including "Hockey Today" and "Inside Out," and edited footage into video promos

GOOD HOUSEKEEPING, New York, NY

Freelance Writer, December 2012-December 2013

Web Intern, June-September 2012

- Reported, fact-checked, edited, wrote and built beauty, health and product stories for website
- Selected and produced posts for syndication on Yahoo.com

TIME.COM, New York, NY

Production/Writing Intern, October-December 2012

- Pitched, wrote and produced breaking and trending stories that attained thousands of views for the NewsFeed blog
- Maintained and updated the home and U.S. pages