

RACHEL KIM

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Education

Rutgers University - New Brunswick, NJ September 2011 - May 2015
Bachelors, Communication, Digital Communication Information and Media (DCIM)

John Cabot University - Rome, Italy September 2014 – December 2014

Relevant Coursework

- Social Media for the Arts
- Media, Marketing and Communication
- Marketing for Entrepreneurship
- Principles of Public Relations

Work Experience

World War Trading Co. January 2015 – Present

Sale/Agent Intern

- Effectively prioritize tasks and enhance time management skills
- Actively assist with the artist booking process and preparation of contracts

January 2014 – May 2014

Warner Music Group, New York, NY

Market Research & Analysis Intern

- Assist in analytic research projects through extensive use of Microsoft Excel
- Conduct consumer behavior study through implementing surveys and coordinating focus groups

May 2013 – August 2013

Clear Channel Communications, Inc.

Radio stations: DC101.1 and BIG100.3, Rockville, MD

Promotions and Marketing Intern

- Maintain and research current trends/topics for radio DJ's blog and social media
- Interact with station listeners at marketing tables set up at various concerts and events

Activities

Rutgers University Programming Association (RUPA), New Brunswick, NJ September 2011 - Present

Assistant Director of the Outreach Committee (2013 - 2014)

- Coordinate and assist in the production of events through miscellaneous tasks and duties
- Facilitate and maintain media relations, co-sponsorships, and partnerships with other student organizations for school events

Assistant Director of the Concerts and Coffeehouses Committee (2014 - 2015)

- Plan and implement a wide range of music related events on-campus
- Advertise RUPA events to Rutgers students via social networks

Public Relations Student Society of America (PRSSA), New Brunswick, NJ September 2013 - Present

Member of the Media Relations Committee

- Maintain the PRSSA website, social networks and blog

National Society of Leadership and Success, New Brunswick, NJ January 2013 - Present

Member

- Attend lectures, seminars and workshops on becoming a better leader

Awards

DECA (International Association of Marketing Students), Fairfax, VA September 2008 - June 2011

Secretary for Fairfax High School

- Competed and placed on the National Competition Level for Advertising Campaign (2010 - 2011)
- Competed and placed on the International Competition Level worldwide for Apparel and Accessories Promotion Planning (2009 - 2010)

Skills

- Proficient in Microsoft Word, Microsoft Power Point, Microsoft Outlook, Microsoft Excel, Event Programming Marketing, Strategic Planning, Promotions, Digital Marketing and Advertising
- Fluent in both English and Korean
- **Media Proficiencies:** Facebook, Twitter, WordPress, LinkedIn, Instagram, Tumblr, Google+, YouTube and Pinterest