

# Joshua J. Kim

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## EDUCATION

**University of Southern California**

**Marshall School of Business, B.S. in Business Administration**

**School of Cinematic Arts, Minor in Digital Studies**

**Los Angeles, CA**

Class of 2015

3.33 GPA

## HONORS

**Dean's List of Marshall School of Business**

**Los Angeles, CA**

## WORK EXPERIENCE

**FOX Sports Network**

*Intern—Advertising*

**Los Angeles, CA**

Sept 2014 – Dec 2014

- Researched and presented marketing analysis for several FOX Sports projects, including the Daytona 500 weekend, FOX Sports Girls social media strategy & FOX Sports Go mobile app
- Developed multiple PowerPoint decks for presentations to director and VP level positions
- Shadowed and assisted productions partner Urban Legends in creating new Postseason MLB and College Football spots

**Jacob Asset Management**

*Intern—Marketing*

**Manhattan Beach, CA**

Jun 2014 – Aug 2014

- Developed and budgeted new marketing strategy to reach a new target audience and expand company AUM
- Created multiple trademarked advertisements, mock-ups, and slogans using Photoshop and Illustrator
- Strategized, recommended, and brainstormed long-term marketing strategies to reach retail investors in addition to CFA's

**Sherman Library and Gardens: Marketing Analysis**

*Lead Consultant*

**Corona Del Mar, CA**

Jan 2014 – May 2014

- Led, managed, and delegated a team of student consultants towards developing an actionable marketing solution
- Guided and implemented the process of building multiple primary research strategies: surveys, interviews, and focus groups
- Conducted secondary research utilizing USC resources to measure demographic variables that are impacting SLG's operations

**USC Korea**

*Intern—Journalist*

**Seoul, South Korea**

June 2013 – Aug 2013

- Researched, traveled, and reported all USC- and Korean universities-related events
- Wrote articles for the USC website and USC Korea's "Spirit of Korea" newsletter
- Edited, designed, and worked Photoshop for the "Spirit of Korea" and all necessary newspaper advertisements

## LEADERSHIP EXPERIENCE

**Los Angeles Community Impact Consulting (LACI Consulting)**

*Director of Marketing*

**Los Angeles, CA**

Jun 2013 – Jun 2014

- Envisioned and created flyers via Photoshop and Illustrator for all external events held or hosted by the organization
- Managed and spearheaded the building of LACI's press kit
- Increased new member applicants by 12% through a new integrated media communication strategy

**Los Angeles Community Impact Consulting (LACI Consulting)**

*Vice President of Fellowship*

**Los Angeles, CA**

Jun 2012 – Jun 2013

- Planned and organized all internal organizational events with directors, from new member training to the biannual retreat
- Oversaw and approved all organizational monetary transactions
- Advised new members and team leaders in a variety of different topics, from leadership methods to conducting research

## SKILLS & INTERESTS

**Languages:** Proficiency in Korean

**Technical Skills:** Technical Proficiency in MS Office Suite & Adobe Creative Suite/Cloud; HTML, CSS & Javascript

**Involvement:** Korean Student Association; SC Outfitters; USCPAWS Volunteer Service; Eagle Scout

**Interests:** Reading (historical fiction, sci-fi, philosophy); Film Critiques and Reviews; Fantasy sports