

michellekim

DIGITAL DESIGNER

• Advertising • Marketing • Product

📍 New York, NY

✉ michellekim20@gmail.com

🌐 www.michellekim.net

EDUCATION

Graduated from **Boston University**
with a Bachelor of Science in
Communication, 2010

- Concentration: Advertising
- Magna Cum Laude

SKILLS

• Photoshop • Illustrator • InDesign
• Animate • After Effects and Premiere basics
• Figma • Sketch

Web

• HTML • CSS • JavaScript basics
• Wordpress

Ad Creative Platforms

• Celtra • Jetpack Digital • Yieldmo

Other

• PowerPoint • Word • Excel • Google Suite

RECOGNITION

Q4 2019 Rockstar Award

Insider Inc., 2019

Q3 2017 MVP Award Runner-up

Purch, 2017

“Silent Weapon” Award

Trulia, 2012

Best Art Director/Interactive Designer
Team Award

Boston University AdLab, Fall 2009

Best Package Award

Boston University AdLab, Fall 2008

EXPERIENCE

Insider, Inc. | *New York, NY, Feb 2019–Present*

LEAD AD SOLUTIONS DESIGNER

Revamped the visual design of Insider Inc.’s ad products, for both branded content and media. Grow media opportunities with high impact ad formats on desktop and mobile.

- Design and produce custom ad creatives for campaigns
- Provide creative and technical expertise to create tailored visuals for RFPs, marketing collateral, and presentations
- Communicate with Client Success Managers and Project Managers (US and UK) to convey assets, production timelines, field client questions, and help with performance metrics
- Work closely with Product Manager, Developers, and Ad Ops to troubleshoot and debug ads
- Collaborate with internal stakeholders to review new ad product opportunities and technical optimizations
- Serve as the primary point of contact for current and potential vendors

Trusted Media Brands | *New York, NY, Nov 2018–Feb 2019*

DIGITAL DESIGNER

Lead all custom ad unit production for both pre- and post-sale, and newsletter builds in HTML. Other design projects included designing lower-thirds for *Taste of Home’s* branded content recipe videos, working with the Video Producer/Director to storyboard and compile stock footage, and refreshing TMB’s online media kit.

Future plc (formerly Purch) | *New York, NY, Nov 2013–Nov 2018*

ART DIRECTOR *Dec 2016–Nov 2018*

SR. AD SOLUTIONS DESIGNER *Nov 2013–Dec 2016*

- Manage the Product Marketing design team and all creative projects
- Support pre-sale efforts by creating product mocks for RFPs and designing marketing collateral
- Work with Sales, Account Managers, and Ad Ops in post-sale: defining ad specs & appropriate assets, referencing client brand guidelines to produce campaign creatives, and providing rich media ad tags.
- Liaise with third party support teams to troubleshoot creatives and trafficking issues
- Advised Ad Ops and Dev teams in implementing the IAB’s new standard ads by building demos and test ads, and QAing them within our site templates

With the growth of our team in 2017, we were able to:

- Develop almost all rich media builds in-house, saving Purch over \$50,000 in third party production costs
- Create proactive marketing materials such as product sell sheets, Ad Trends one sheets, and Capabilities decks
- Build fine-tuned customized presentations, tailored specifically to each advertiser

Trulia | *New York, NY, May 2011–Oct 2013*

SR. INTERACTIVE DESIGNER *Jul 2013–Oct 2013*

SALES DESIGNER *May 2011–Jul 2013*

Crafted custom sales presentations, visualized conceptual ad products, and produced custom creatives for clients. Designed all marketing materials, including sell sheets, eNewsletters, and PowerPoint templates.