

Jimin Kim

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EDUCATION

Pennsylvania State University, Behrend College, Erie, PA

Bachelor of Arts, Digital Media, Arts and Technology

Minor in MIS and Data Visualization

Graduation: **December 2023**

SKILLS

Languages: Korean (Fluent/Native), English (Fluent), and Mandarin (Basic fluency)

Personal Strengths

- Skilled to Analyze & resolve issues
- Patient, adaptable and dedicated
- Result oriented and believe in smart work
- Ability to work efficiently both independently and within a group

Computer Languages & Tools

- SQL, Python, R, JavaScript, HTML, CSS, XML, XSLT, XPATH
- Tableau, Node.js, WebStorm, Sublime, Excel, MS-Office
- Adobe (Illustrator, Photoshop, InDesign, Premier Pro), Canva

EXPERIENCE

Pennsylvania State University

Aug 2023 - Present

ITC Project Manager

- Manage a team of 3 student interns for Penn State Behrend's Outreach Program, overseeing the creation and delivery of student-created content on topics relevant to the university experience
- Recruit and onboard new interns to join the content creation team, providing comprehensive training, and ongoing guidance to ensure their successful integration into the team leading to an increase in productivity by 30% within 2 months of their onboarding
- Conduct weekly meetings with team members to brainstorm content ideas and make informed decisions on suitable content types, leading to the successful creation of diverse and engaging content that resonated with target audiences

Pennsylvania State University

Oct 2022 - May 2023

Event Programming Assistant

- Coordinated and executed educational, cultural, and social events for the Office of International Student Services, resulting in a 15% increase in student attendance
- Implemented a social media marketing strategy using Canva that increased engagement on the office's platforms by 25% within six months
- Facilitated field trips for international student to local cultural landmarks, ensuring seamless logistics and enhancing their cultural immersion experience

ACADEMIC PROJECTS

Pennsylvania State University

Aug 2023 - Present

Erie Insurance Open Lab Project

- Developing and implementing a comprehensive user-friendly explanation and orientation for concept animation video from FlipaClip with +500 frames on Erie Insurance's dictionary web page
- Utilizing HTML and CSS to simulate and iterate interactive prototypes that accurately represent the concept animation video, allowing users to easily navigate and understand increase comprehension for advertiser content

Pennsylvania State University

Feb - Mar 2023

Restaurant Exploratory Market Analysis Project

- Conducted descriptive and diagnostic market analysis for 500+ local restaurants based on Yelp review datasets to uncover significant correlations between restaurant characteristics and star rating scores, providing valuable insight that leads to customer satisfaction
- Delivered evidence-based recommendations derived from iterative process and analysis of market data that enable restaurants to make informed decisions on menu offerings, pricing strategies, and customer experience enhancements

Pennsylvania State University

Mar - Apr 2023

Air Pollution Data Visualization

- Utilized R Studio and Tableau to collect and analyze data from various sources, creating a comprehensive dashboard with visualizations
- Developed an infographic and dashboard to effectively communicate insights derived from Kaggle, improving audience understanding
- Implemented interactive features within the dashboard, allowing users to manipulate data and explore trends, resulting in a more engaging user experience

Pennsylvania State University

Mar– April 2023

YouTube SEO/SNO Analysis Project

- Utilized NodeXL to extract and analyze data from YouTube API, identifying key trends and patterns in user behavior and engagement based on various metrics such as views, likes, and subscribers.
- Provided summary and conclusion with actionable insights based on the analysis, optimizing SEO and SNA strategies for greater engagement.

Pennsylvania State University

Mar - Apr 2023

Lord of the Ring – Large-Text Analysis Project

- Utilized Regular Expressions and Natural Language Processing to analyze J.R.R. Tolkien's Lord of the Rings text, extracting key insights and organizing the data for improved information extraction and processing
- Developed an interactive website using HTML and CSS on GitHub to showcase the analysis that featured visually appealing designs, intuitive navigation, and clear presentation of the project's findings
- Conducted a network analysis of the character's interaction within Lord of the Rings using networking algorithms, revealing intricate relationships, and uncovering hidden patterns in their alliances and conflicts

EXTRACURRICULAR / LEADERSHIP

Pennsylvania State University

Mar 2023 -Present

Global Ambassadors

- Coordinated and conducted weekly meetings with university authorities, advocating for the needs of the international student community, resulting in the implementation of new policies and resources to support international students
- Collaborated with campus organization to execute a range of cultural events and programs attracting over 200 attendees per event