

# JINNIE KIM

## PERFORMANCE-DRIVEN BRAND BUILDER



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Award-winning marketing executive with proven success leading creative campaigns for global brands that catalyze revenue growth. Innovative creator who reimagines established brands and builds internal/external partnerships to expand brand reach within target markets worldwide. Cross-functional team leader who unifies global processes and originates breakthrough strategies that enable teams to achieve company goals.

### Core Expertise

Brand & Marketing Strategy	Creative Content Development	Strategic Planning & Execution
Integrated Marketing Plans	Advertising Campaign Management	Digital & Social Media Marketing
Competitor & Market Analysis	Media & Communication Strategy	Partnerships
Brand & Naming Architecture	Agency Management	Stakeholder Collaboration

### Professional Experience

LG ELECTRONICS US Englewood Cliffs, NJ • 2021 to 2022

#### Head of Marketing, Home Entertainment

Responsible for LG home entertainment category product and brand marketing. Developed overarching marketing & communication strategy to improve long-term brand performance while driving short-term success.

- ✓ Delivered 2022 marketing strategy & calendar, directing consumer research & creating new product positioning. Improved creative output toward more premium expression of the brand, working with agencies and cross-functional teams.
- ✓ Presented new naming architecture for LG TV product portfolio to clarify product hierarchy and ease consumer navigation.

SAMSUNG ELECTRONICS AMERICA New York, NY • 2017 to 2021

#### Director of Brand Marketing

Championed brand growth for multiple lines in \$10B home electronics business including master brand strategy, TV category, and Home Appliance category while leading cross-functional teams. Built relationships with internal/external partners in highly complex matrixed environment, drove creative development, fostered collaboration, and aligned marketing initiatives with high-level strategy to achieve corporate goals.

##### Master Brand

- ✓ Localized brand strategy in connection with global teams to ensure correct communication of brand purpose, value, personality, tone, and relevancy to U.S. audiences. Originated toolkits and guidelines that advanced brand experience across priority touchpoints and introduced brand governance process that guaranteed company-wide adherence to brand guideline implementation standards.
- ✓ Drove 79% ecommerce revenue growth during 2020 holiday season by initiating Key Drive Period marketing project that leveraged seasonal and cultural stories to raise engagement and sales on owned and operated digital channels.

##### TV Category

- ✓ Delivered digital-first campaigns for QLED TV and leveraged \$12M partnerships with ESPN and Netflix to promote content across digital channels to reach younger audiences, which generated +5 point share increase in declining market.
- ✓ Won D&AD Graphite Pencil Award in Best Use of Talent/Influencer category.

##### Home Appliance Category

- ✓ Maintained #1 brand preference by developing category communication guidelines and leading integrated campaigns with stronger emotional appeal that raised preference by +4 points and purchase intent by +6 points.

BASENOTE Seoul, Korea • 2016 to 2017

#### Brand Director (Contract)

Revitalized brand by leading strategy and campaign development for high-end women's fashion line, identifying core target market, and elevating brand position of evolving product line to reach new customers.

- ✓ Analyzed channel performance and consumer behavior, and created new marketing assets promoting premium brand position that bolstered consistency across retail stores.
- ✓ Orchestrated three international photoshoots for brand revitalization by negotiating with production and talent agencies, coordinating logistics, and directing production to ensure on-time and on-budget completion.

## BOSE CORPORATION

Framingham, MA • 2013 to 2015

**Regional Marketing Manager, Head of Marketing Communication - APAC**

Catalyzed brand growth across China, Japan, and Australia by overseeing \$20M regional budget in devising and executing integrated marketing campaigns. Conducted market and competitor analysis to develop marketing and communication strategies informed by consumer insights to reach new target market.

- ✓ Drove 16% regional revenue growth YOY by transforming brand position for greater appeal to millennial consumers, modernizing product look, and engaging with country influencers/celebrities for promotional campaigns.
- ✓ Directed QC20 headphones campaign in Japan with digital advertising, retargeting, and content marketing activities that generated 162% of ecommerce sales target and over 3K new social media followers within two months.
- ✓ Captured \$2M in regional cost savings and recognized with Bose VAULT Award for exceptional leadership over company-wide media agency consolidation initiative.

## SAMSUNG ELECTRONICS

Suwon, Korea • 2010 to 2013

**Senior Manager, Global Brand Strategy**

Transformed brand position by developing new strategy, overseeing global agency and subsidiary marketing relationships with \$34M annual budget, and expanding marketing capabilities. Produced marketing materials, photography assets for product divisions, and global TV ads for uniform promotion of revitalized brand voice. Facilitated subsidiary training to ensure consistent and on-brand global messaging.

- ✓ Created new vision for electronics brand to redefine positioning in shifting consumer market by directing development of new comprehensive visual identity system from RFP to global rollout, which grew brand value by 40% in one year.
- ✓ Raised annual global agency performance evaluation scores by +12 points through implementation of new agency management policies across all business units and subsidiaries that enhanced consistency and communication.
- ✓ Oversaw on-time completion of global advertising agency initiative that consolidated 24 subsidiaries to global agency of record Leo Burnett and resolved issues to achieve 100% compliance.

## APARTNERSHIP, INC.

New York, NY • 2006 to 2008

**Management Supervisor**

Led integrated marketing communications plans for three key accounts to strengthen client relationships and drive business growth. Managed cross-functional teams in developing creative content, leading client presentations, and enhancing vendor relationships to strategize and execute multi-channel campaigns within schedule and budget parameters.

- ✓ Launched \$12M brand communication campaign in South Asian market that increased unaided brand awareness for Nationwide Financial by 15% in one year.
- ✓ Launched first-ever multicultural advertising TV campaign for CA Tobacco Control Program that received ANA Multicultural Excellence Award for outstanding campaign.

**Prior roles:** Director, Special Projects at AT Media; Senior Copywriter at J. Walter Thompson and Euro RSCG Partnership; Associate Account Executive at Mosaica – Young & Rubicam; and Media Planner at LLT Advertising.

**Education**

Master of Business Administration • Georgetown University • Washington, D.C.  
Bachelor of Arts, English & French • University of Michigan • Ann Arbor, MI

**Professional Development & Affiliations**

Advertising Concept Development Course, School of Visual Arts  
Bose Global People Management Initiative (GPMI) Leadership Development Program  
Panel Judge, 4A Institute of Advanced Advertising Studies Training Program

**Languages**

English (Fluent) • Korean (Fluent) • French (Proficient)