

SooLin Kim

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EDUCATION

Northeastern University, D'Amore-McKim School of Business

Boston, MA

Bachelor of Science in Business Administration

August 2024

WORK EXPERIENCE

Nexxen Inc

Remote / Chicago, IL

Influencer Marketing Analyst

August 2024 – May 2025

- Supported end-to-end execution of influencer campaigns for brands including Starbucks, KFC, and Wendy's across planning, launch, and performance reporting
- Partnered with analytics and campaign teams to launch brand lift studies measuring engagement, recall, and campaign effectiveness
- Built performance reports and translated results into actionable recommendations for campaign optimization
- Assisted with audience targeting, campaign execution, and performance analysis across Meta and TikTok

Supply Trace

Remote / Boston, MA

Marketing Associate

February 2024 – August 2024

- Executed email campaigns through Mailchimp, including segmentation, scheduling, and engagement tracking
- Created marketing decks, sales materials, and presentation assets for partner and investor outreach
- Managed website content and messaging through WordPress, maintaining consistency across email, LinkedIn, and outbound communications

Ginger Labs - Notability

Remote / San Francisco, CA

Content Marketing Intern

January 2023-July 2023

- Supported launch of the brand ambassador program through creator outreach, onboarding, and campaign coordination
- Created campaign assets and social content for Instagram, YouTube, and creator initiatives

Clipboard Health

Remote / South Korea

Customer Support Specialist

August 2025 – Present

- Managed high-volume operational support while coordinating across teams to resolve urgent platform and scheduling issues
- Maintained strong prioritization, attention to detail, and communication in a fast-paced environment

SKILLS & TOOLS

CRM & Campaign Execution: Email Marketing, Campaign Setup, Audience Segmentation, A/B Testing, Performance Reporting

Analytics & Collaboration: Campaign Analysis, Excel, PowerPoint, Cross-Functional Collaboration, Presentation Development

Marketing Platforms: Mailchimp, Meta Ads Manager, TikTok Ads, WordPress