

JOSEPH KIM

Boulder, CO | yoonwon.joseph.kim@gmail.com | +1 205-723-7675 | linkedin.com/in/josephkim05

EDUCATION

University of Colorado Boulder - CMCI, Bachelor of Arts in Media Marketing/Studies (Aug 2023 - May 2027)

Universitat de Barcelona, Barcelona, Spain, Bachelor of Arts in Media Marketing/Studies (Jan 2026 - May 2026)

EXPERIENCE

Creators Agency, Austin, TX, Jun 2026 - Present

Influencer Marketing Intern, Social Media Marketing Intern, Machine Learning/Prompting Intern

- Engineered a fully autonomous AI video production pipeline for Trusted Stack's YouTube channel (25k+ subscribers) using HeyGen, ElevenLabs, Claude agents, and Codex, scripting, generating, and publishing content end-to-end with minimal manual production work required
- Managed the CEO's personal LinkedIn (4.8k+ followers) alongside Creators Agency's company LinkedIn and Instagram (5.9k+ followers), posting multiple times a day, whether it be comedy skits that I directed and edited or more serious topics on the creator economy which I scripted and edited
- Created Instagram Story content for creator partners Caleb Hammer and Ramit Sethi, supporting affiliate partnerships with brands including SoFi and Public

Rutherford Media Partners, Remote, Feb 2026 - May 2026

Creator Sourcing Intern, Strategic Outreach Intern, Creator Partnerships Intern

- Streamlined the talent acquisition pipeline by utilizing Apollo for lead generation and Gospel Stats to perform comprehensive performance audits on high-growth YouTube creators
- Leveraged Apollo and Gospel Stats to identify and vet high-tier creator partners, utilizing quantitative analytics to evaluate audience authenticity and engagement ROI for brand campaigns
- Optimized creator sourcing operations through the strategic use of Apollo for outreach and Gospel Stats for deep-dive metric analysis, ensuring data-backed alignment with client marketing objectives

DLG International (@dlginternational), Barcelona, Spain, Jan 2026 - Current

Social Media Marketing Specialist, Growth Marketing Associate, International Brand Ambassador

- Created and executed a comprehensive social media marketing strategy on Instagram and Snapchat to enhance brand visibility among the international student community in Barcelona
- Coordinated with big-name artists and local influencers to amplify promotional reach, successfully driving attendance and membership sales
- Organized large-scale online and physical audiences to drive engagement across both digital platforms and in-person luxury events, strategically directing traffic to meet specific marketing and attendance objectives

A Priori Productions (@jamesleonidas2), Remote, May 2025 - Sep 2025

Influencer Growth Marketing Associate, Creative Operations Intern, Public Relations Intern

- Managed most social media platforms (TikTok, Instagram, YouTube, Snapchat, X, LinkedIn) for an influencer with over 1.5 million in cumulative following
- Spearheaded the creation of @JamesLeonidas on YouTube, helping grow the channel to almost 100,000 subscribers, utilizing short-form content as well as longer, scripted videos
- Facilitated communication and logistics for brand collaborations, ensuring all sponsored content met professional aesthetic requirements and strictly adhered to contract deliverables

MeetYourClass, Remote, Jan 2023 - Jan 2025

Social Media Manager, Media Advertising Associate, User Engagement Associate

- Cultivated a digital community of more than 11,000 followers on the @boulder2030meet Instagram account, achieving record-breaking engagement levels for the organization
- Managed a team of campus ambassadors to promote growth during the early stages of college decisions, ensuring that the brand's digital and physical presence was explosive
- Facilitated the onboarding of thousands of potential and committed students to the University of Colorado Boulder by providing direct guidance through the account creation process

SKILLS

- Fluent in Korean
- Veteran in sourcing and analytics tools, including Apollo and Gospel Stats
- Proficient in peer-to-peer marketing, influencer outreach, and organic follower acquisition
- Expert-level knowledge with Instagram Insights/Communities and TikTok Business Suite
- Professional with Discord community creation and retention
- Well-versed in short-form content with CapCut
- Experienced with media graphic design with Canva

ADDITIONAL INFORMATION AND INTERESTS

- **Education & Community:** Contributing to the growth of Korean Americans by helping tutor young Korean American children from ages 6-12 in their studies.
- **Music & Performance:** Management duties for the house music DJ duo, SWITCHUP, managing brand identity, digital presence, and sponsorships for live events.
- **Athletics:** Competing in organized soccer leagues, including the WorldStrides league in Barcelona and club teams in Colorado.
- **Fashion & Business:** Orchestrating an e-commerce operation specializing in the procurement and resale of luxury fashion, streetwear, and high-end jewelry.