

Zoey Kim

Digital Marketing Executive

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WORK EXPERIENCE

Comcast

Digital Marketing Executive

Philadelphia, PA | 2022 - current

- Handled a \$237K+ annual Google Ads budget, optimizing seasonal campaigns to reduce CPC by 9% while improving CTR rates by 13.4%.
- Implemented HubSpot-driven inbound marketing strategies, leading to a 41% increase in conversion rates.
- Used Google Analytics to monitor monthly web traffic, accelerating user engagement metrics by 37% on Comcast's official website over one year.
- Crafted multiple SEMrush campaigns which **raised keyword rankings by 21% and caused a 53% growth in organic search traffic.**

Aramark

Digital Marketing Coordinator

Philadelphia, PA | 2019 - 2022

- **Managed social media presence across platforms, achieving a consistent 8.3% increase in follower engagement each month** using Hootsuite for scheduling daily posts.
- Streamlined the lead generation process with Salesforce, bringing in 19% more qualified quarterly leads.
- Grew subscribers of Aramark's official YouTube channel by 39% in a year using strategic content creation.
- Boosted monthly mobile traffic by 32% by designing a user-friendly WordPress site with short load times.

Urban Outfitters

Marketing Intern

Philadelphia, PA | 2017 - 2019

- Created and sent the company's first weekly newsletter via Mailchimp to a subscriber list of 3,352, achieving an open rate of 26%.
- Designed high-quality promotional graphics on Adobe Creative Cloud, leading to a **32% increase in engagement on social media posts.**
- Researched the fashion industry to identify trends, enabling sales agents to increase targeted marketing initiatives by 12%.
- Ideated 27 blog posts and article topics, helping the SEO team create a monthly blog page that gained 44,236 views within the first seven months.

SKILLS

- Google Analytics
- SEMrush
- Hootsuite
- Mailchimp
- WordPress
- Salesforce
- Google Ads
- Adobe Creative Cloud
- HubSpot
- YouTube

EDUCATION

Bachelor of Science Marketing

University of
Pennsylvania
2014 - 2017

Philadelphia, PA