

**Bio:**

Ji Hyung Kim (former, Philip Kim) is a content creator, a storyteller, and a writer. Ji holds an exceptional passion and dedication to the communications industry, with an emphasis on advocating for sustainable fashion and lifestyle brands.

Having a Post-Graduate Certificate in Public Relations as well as a BA in Political Science, Ji works continuously across multiple disciplines and applies his curiosity to learn new concepts, ideas, and knowledge.

Ji is a communications technician that is also proficient with software like Square Space, Hootsuite, Mail Chimp, Photoshop, InDesign, Lightroom, and Premiere. To view Ji's portfolio, please visit [www.jihyngk.com](http://www.jihyngk.com).

**Link to Portfolio:** [www.jihyngk.com](http://www.jihyngk.com)

# JI HYUNG KIM

(226) 791-5417  
php2345@gmail.com  
[www.jihyngk.com](http://www.jihyngk.com)  
[www.linkedin.com/in/jihyngkim/](http://www.linkedin.com/in/jihyngkim/)

## HIGHLIGHTS

---

- A **Communications Technician** (Post-Graduate Certificate in Public Relations and Communications)
- An ethical **Researcher** (Certificate in Conducting Ethical Research on Humans, TCPS 2: CORE)
- An experienced **Digital Communicator** (Blog Writer on Medium, Content Creator on Instagram, Facebook Manager)
- A **Perfectionist** for details
- A critical **Evaluator** (knowledge of measurement tools and understanding analytics)
- A **Creative Thinker** (keeping up with current trends, issues, innovations)
- An experienced **Customer Service Agent** (+4 years in the food industry working as a prominent server)
- A **Member** of the Canadian Public Relations Society (CPRS National and Toronto)

## WORK EXPERIENCES

---

### **Communications / Public Relations Intern at Twist Gallery, Toronto** Nov. 2019 – Feb. 2020

- Responsible for planning and curating the gallery's presence on social media using Hootsuite and Photoshop
- Reached out to local artists on regular basis and marketed the wall space for hanging
- Targeted a wide range of audience and prepared compelling blogs, mass emails (Mail Chimp), and promotional flyers
- Tracked website analytics (Square Space) and proposed ideas that resulted the greatest turnout rates for events
- Provided administrative work handling artist contracts, buyer information, third-party event rentals
- Stretched my creative boundaries and pitched refreshing ideas for contents, events, and promotions

### **Blog Writer at uWaterloo Voice Publication, Waterloo** Jan. 2018 – Oct. 2019

- Discovered new ways to reflect and share information through Medium.com
- Wrote personal reflections, op-eds, and research proposals that resonated with the student body at the university
- Trained to research credible information and edited for precision

### **Dining Room Server at Unome Sushi, Richmond Hill** Oct. 2019 – Apr. 2020

- Showed a natural affinity in building positive relationships with both customers and the employer
- Delivered outstanding service and resolved micro problems before proceeding to the manager
- Multitasked and put on various roles to help meet the business's day-to-day function
- Led and collaborated with the team of servers and trained new employees

## EDUCATION

---

### **York University** Sept. 2019 – Apr. 2020

Post-Graduate Certificate, Public Relations

- Basic application of Adobe Creative Suite (Lightroom, Photoshop, InDesign, Premiere)

### **University of Waterloo** Sept. 2013 – Apr. 2019

B.A., Honours Political Science

- Minor in Environmental Studies

## VOLUNTEER EXPERIENCES

---

### **Social Media Executive, UW Clubs & Societies** Apr. 2014 – Apr. 2015

- Worked an organizational role to send out formal invites, deliver presentations, and lead discussions
- Regularly posted and bolstered engagement on the Facebook Group

### **Event Assistant for Nuit Blanche 2019, City of Toronto** Oct. 2019

### **Administrative Assistant for the Summit on Rise of Populism, Balsillie School of International Affairs** Mar. 2018

## REFERENCES

---

Available upon request