

# Dongkwan 'DK' Kim

Mobile: +82-10-4175-9339 | E-mail: dk@dongkwankim.com

Seoul, Republic of Korea

Blog: brandathon.com | Web: dongkwankim.com | LinkedIn: /in/dongkwankim

---

Global account manager & marketer with experience in brand & marcom strategy, integrated global campaigns, digital media & social content management, media planning, and creative production

## Experience

Senior Global Account Manager, **Cheil Worldwide (Global HQ)** (Seoul, Korea) 03/2010 - Current

Responsible for leading strategic and creative planning & execution of Samsung's brand and products

*Clients (global): Samsung Electronics Global Marketing Center (GMC), Global IT & Mobile Phones (Galaxy & Wearables), Visual Displays (Televisions), Digital Home Appliances*

- Helped uplift Samsung's brand image & brand value through development of new global strategy, resulting in increase to #7 in Interbrand's Best Global Brands ranking
- Rolled out new global strategy with integrated, holistic campaigns, including TV, digital videos, social amplifications (Facebook / Twitter / Instagram), retail, events for the launch of SUHD/QLED TVs
- Launch campaigns for Galaxy S6, Note 5, Gear S2, contributing to Samsung's retaking of the worldwide #1 seller of mobile phones & wearable devices
- Digital social platform development (Facebook / Twitter) and program operations for Samsung's long-term brand campaign (Launching People), resulting in boosting brand image and contribution to society, as well as winning numerous advertising awards
- Worked as Global HQ communications lead with Samsung/Cheil worldwide network offices across 48+ markets
- Participated in helping agency win multiple new businesses in competitive business pitches

Account Executive, **McKinney** (New York, NY) 06/2010 - 02/2013

Responsible for leading creative, media planning, and PR for Samsung USA and Hankook Tire

*Key Clients: Samsung Electronics Mobile Phones, Hankook Tire, Samsung LED B2B, Samsung Advanced Institute of Technology*

- Media planning & buying for traditional and digital media: Broadcast/Cable TV, Print Magazines, Ethnic Newspapers, Digital (Mobile, Social Media(Facebook/Twitter), SEM, Display, Online Video, GDN), OOH, POP/Retail, B2B
- Instrumental in helping Samsung USA receive #1 rating for tablet commercials (according to Ace Metrix)
- Helped boost Hankook Tire's brand awareness by 175% through marketing strategy and brand positioning
- Led social media strategy that helped Hankook achieve top social following in tire category (120K followers)
- Increased agency revenues by 200% through strategic client relationships and new businesses
- Led new business pitch that helped win long-term management of Samsung's Times Square billboard
- Development of competitive creative & media analysis, category and industry trends, including monthly newsletters to client
- Experience in PR, including, press relations, event support, CSR, and sponsorships

# Dongkwan 'DK' Kim

Mobile: +82-10-4175-9339 | E-mail: dk@dongkwankim.com  
Seoul, Republic of Korea

Blog: brandathon.com | Web: dongkwankim.com | LinkedIn: /in/dongkwankim

---

Entrepreneur / Marketing Director, **ComPePrice [Zeeik.com]**

(Pittsburgh, PA) 05/2008 - 05/2010

- Managed start-up online video web business, including long-term marketing strategies, business model development, and responsible for all marketing communications. Closely worked with venture capital partners and software development staff.

Advertising Intern, **The Savvy Group**

(Pittsburgh, PA) 04/2007 - 06/2007

- Media buying internship, national print magazine and local radio for architecture & baseball clients

Sergeant, Chief Squad Leader & Linguist, **Republic of Korea Army**

(South Korea) 06/2003 - 06/2005

- Day-to-day leadership role of 100-member Company. Publication editing and translations
- Awarded honor of Exemplary Soldier

## Education

▪ **The Art Institute of Pittsburgh**, Bachelor of Science in Advertising/Marketing, 2008

- Graduated with Dean's Honors. GPA: 3.9 (Overall) | 4.0 (Major)
- Dean's Honor List, President's Honor List for every semester

▪ **Carnegie Mellon University**, 2000 - 2006

- Coursework in Information Systems

## Technical & Awards

- **Co-Inventor of Technology Patent:** "system and method for producing video map"
- **2008 Most Promising Minority Student:** National award given by American Advertising Federation
- **Research/Analytics:** Kantar Media, MRI, Competitrack, Google Analytics
- **Office:** Microsoft Word, Excel, Power Point, Visio
- **Design/CMS:** Photoshop, Dreamweaver, InDesign, WordPress
- **Coding:** HTML, CSS, ActionScript, PHP, MySQL, Java, JavaScript

## Community

- **Volunteer English instructor at Center for Multi-Cultural Family Development:** Weekly tutoring of multi-cultural elementary school children in Korea (2013 – current)
- **Cheil Employee Representative:** Voted to represent Cheil's employees for the improvement of workplace culture & employee benefits