Juho Kim

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(281) 299-2298 · www.kimjuho.net

EDUCATION

The University of Texas at Austin	College of Communication Majoring in Advertising, Texas Creative Minoring in Business Administration GPA: 3.31	Aug 2019 – May 2022
The University of Texas at Arlington	Undeclared GPA: 3.91	Aug 2018 – May 2019

WORK EXPERIENCE

NexLife LLC. – *Co-founder/Marketing Lead;* Houston, TX   Jan 2021 - Present
· Planned and led marketing strategies for the start up to meet fund raising objectives
· Directed market research to identify target audiences and consumer needs
· Managed promotional executions such as club partnerships and outreach events

Red Bull – *Brand Marketeer; Austin*, TX   June 2022 - Feb 2023
· Planned and executed marketing missions in Austin as a brand representative
· Sampled more than 13,000 cans of Red Bull of which 23% were new users
· Engaged in sales support and promotion of Red Bull events/partnerships in Texas
· Voted unanimous MVP marketer for the Red Bull COTA F1 event in Austin, TX

LEADERSHIP EXPERIENCE & ACTIVITIES

Dance Outreach – *Co-founder;* Houston, TX   Aug 2017- Present
· Provide free dance instruction to various groups in communities
· Mentor aspiring dancers in leadership and logistics to become organization officers

Undergraduate Korean Association- *Communications Director;* Austin, TX   Feb 2020 - Mar 2021
· Head of tabling and marketing events
· Design email templates to send out to prospective members
· Club podcast host for current affairs and announcements

HONORS & AWARDS

· McCombs Summer Institute Graduate – McCombs School of Business,
 The University of Texas at Austin   Aug 2020
· Identified as a High Achieving Student - Department of Modern Languages,
 The University of Texas at Arlington   Feb 2019
· Freshman Distinction Roll - The University of Texas at Arlington   Dec 2018
· IB Diploma Graduate - Bellaire High School, Bellaire, TX   Dec 2018

ADDITIONAL INFORMATION

· Skills: Fluent in Korean, MS Office Suite, Google Suite, Adobe Creative Suite