

EMILY KIM

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EDUCATION

Northeastern University

Boston, MA

Candidate for B.A. in Communication Studies and Graphic and Information Design, GPA: 3.9

May 2025

WORK EXPERIENCE

Wayfair LLC

Boston, MA

Marketing Co-op, Integrated Marketing- Brand Partnerships

January 2023 - June 2023

- Facilitated communication between celebrity suppliers and cross-functional stakeholders to ensure B2C & B2B marketing deliverables were met leading up to promotional campaigns and partnership launches
- Assisted with the launch of several major omni-channel partnerships through the execution of creative asset receipt, final approval assistance, external partnership communication, and recap decks
- Conducted competitive research on the macro-brand partnership world ranging from B2B & B2C partnerships to celebrity endorsements to create monthly newsletters that were distributed to the Integrated Marketing team

D'amore-McKim School of Business (DMSB)

Boston, MA

Learning Experience Design Assistant at Learning Design and Technology

September 2022 - December 2023

- Provided support by building courses and testing modules on academic technologies such as Canvas and Panopto for faculty and staff members of the DMSB for optimized accessibility
- Researched and presented findings on technical issues and trends in instructional design

Global Prep Academy

Santa Clarita, CA

Project Manager

June 2021 - September 2021

- Advised a cohort of ten high school students through the ideation and execution of personal passion projects, student-led group projects, personal websites, and curriculum vitae
- Curated a collection of resources for financial literacy for higher education and the college application process
- Created personalized calendars and individualized plans for students
- Taught and collaborated with fellow designers to create a curriculum for a design thinking workshop

EXTRACURRICULARS

Sandbox

Boston, MA

Brand Designer

September 2023 - Present

- Designed branding, promotional material (digital and material), graphics, merch, and collateral designs to update the visual brand guide and promote Sandbox's public image
- Collaborated and ideated with fellow brand designers and the Head of Brand on future marketing initiatives

Northeastern University Housing and Residential Life

Boston, MA

Resident Assistant

August 2023 - Present

- Served as a community leader to foster the growth and development of 25+ students
- Programmed and executed monthly engagements for residents to address self effectiveness, well-being, connection and belonging, and intercultural mindset
- Assisted the Residential Life staff oversee 1100+ students through on-call duty shifts, regular health and safety inspections, and active engagement with residents

SKILLS AND INTERESTS

Skills: Adobe Creative Cloud (Illustrator, Photoshop, XD, Indesign), Figma, Procreate, Google Suite, Microsoft Office
Honors and Awards: Dean's Scholarship (2021-2023), Dean's List (2021-2022), President's Volunteer Service Award Gold (2018 and 2019)

Languages: English (native), Korean (native)

Interests: Integrated Marketing, Media and Communications, Ethical Design, Brand Design/Management, UX Design