

JIN KIM

Founder and Chief Executive Officer

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WORK EXPERIENCE

- 2020 ~ (Current) **Nine Crosby, Communications Consulting Group** (Founder and CEO)
2016 ~ 2020 **KorCom Porter Novelli, Omnicom Group** (Senior Account Supervisor)
2014 ~ 2016 **Burson-Marsteller Korea, WPP Group** (Senior Associate)
2011 ~ 2014 **Biz communication & Consulting Inc.** (Senior Account Executive)

Responsibilities

- Develop and execute PR strategies and programs that are aligned with business & PR marketing campaign goals
- Amplify PR stories through the relevant media channels or tactical programs as marketing communication campaigns
- Provide strategic counsel to local senior management around issues and crisis management/ reputation management

Performances / Achievements

<Retainer Service>

- 2021 ~ (current) **Elliott Investment Management L.P.**
- Strategic communications based on an analysis of local capital market issues and industry trends
 - Intelligence gathering through source inquiries/ risk management and corporate reputation mgmt.
 - Formulation and implementation of a comprehensive strategy on media relations for ISDS issues
- 2016 ~ 2020 **Blake Capital LLC and Porter Capital LLC**
- Media f/u on proposals to the global tech giant's board of directors outlining value enhancement
 - Call on the world's fifth-biggest carmaker to improve corp. governance and enhance capital returns
- 2016 ~ 2017 **Philips Korea**
- Developed strong relationship with media based on reliable and accurate product information
 - Handled and managed corp. communications and procured risk management with media statement
 - Liaised with HQ in the creation of each brand's marketing communication programs and executions
- 2015 ~ 2016 **Ropes & Gray LLP** (an international law firm)
- Key practice area: Government Enforcement, Life Sciences, IP Litigation, M&A/Private Equity, etc.
 - Planned, executed corp. communications and media strategy in collaboration with internal partners
 - Provided strategic counsel on communication messaging platforms development and risk mgmt.
 - Organized and implemented media education session/ spokesperson identification and briefings
- 2014 ~ 2015 **AIG Global Real Estate Development** (IFC Seoul Project)
- Advised in the development of a strategic framework that clearly defines and articulates IFC value
 - Developed messages and communications activities, worked across teams with external partners
- 2014 ~ 2016 **Delta Air Lines**
- Provided strategic guidance and led the creative process of developing new idea in local market
 - Developed media relationships to secure editorial placements with local major publications
- 2014 ~ 2015 **UnionPay International** (a credit card issuer)
- Led external comms in parallel with developing a corp. message house to build a strong brand
 - Worked with executives and the spokesperson to develop, refine and deliver corp. key messages
- 2014 ~ 2016 **ETS** (Educational Testing Service)
- Developed annual marketing communication plans and managed the budget via continuous reviews
 - Status report on current and upcoming activities in motion to strengthen or defend its brands
 - Interview trip to New York City for 2015 TOEIC project, Launch Global Leadership Program
- 2013 ~ 2014 **Audi Korea**
- Oversaw the full range of PR activities and responses to day-to-day standard media inquiries
 - Supported PR projects, prepare and consolidate various reports includes coverage and ROI reports

- 2012 ~ 2014 **FIJI Water**
- Launched an integrated marketing communications campaign focusing on a regional business goal
 - Worked closely with HQ for guidance in brand governance, ad campaigns and social media strategy
 - Leveraged social media and online buzz tactics as part of the whole local PR marketing efforts
- 2011 ~ 2014 **BBC WorldWide**
- Partnered with HQ to make objectives, programs, KPIs aligned to execute on creative briefs
 - Localized creative assets provided by HQ for corporate marketing and communications needs
 - Developed and disseminated the BBC Entertainment channel monthly highlights to the media
 - Localized and distributed BBC Worldwide channel promotable and BBC World News EDM
- 2012 ~ 2013 **Prudential Life Insurance Company of Korea**
- Generated broad opportunities for POK through creative, proactive PR communications efforts
 - Launched the POK - KAIST 'Advanced Training in Financial Services for Elite Life Planners' project
- 2011 ~ 2013 **IBM Korea**
- Positioned IBM through senior spokesperson as a thought leader in the C-level community
 - Identified opportunities and coordination of resource requirements including media materials
 - Developed strategies that articulates corp. value and distinguishes IBM as the undisputed leader
 - Launched solutions for IBM software group: Cloud Computing, Big Data, Smarter Commerce, etc.
- 2012 ~ 2013 **Ferrari**
- Launched new models for Forza motors Korea: 2011 GT 'Ferrari FF' & 2012 'F12 berlinetta'
 - Planned and executed the 2012 Ferrari GT models Media Rally 'Ferrari GaT Test-drive with Dailies'
 - Organized and arranged the Familiarization Tour 'Finali Mondiali 2012' for trade media
- 2011 ~ 2012 **Citibank Korea**
- Analyzed press coverage and develop new PR strategy in keeping with HQ guidelines
 - Participated in Citibank Korea 'Futuristically Designed Smart Banking' branch opening project
- 2012 ~ 2013 **The North Face & AGLE**
- Built and maintained strong media relationships with key trade media and business news outlet
 - Conducted the '2013 Dynamic Hiking' media experience day & 'Dynamic Hiking2' photo call event
- 2011 ~ 2012 **HENKEL Korea**
- Planned & executed press conferences and provided improvement plans on a regular basis
 - Conducted Faruk Arig Henkel Korea CEO Interview and launch of the Henkel 2011 InnoArt project

<Project>

- Oct. 2017 **Seoul Facilities Corporation** : Communication strategy consulting for public utility foundation
- May. 2015 **Russian Railways** : Media roundtable with Vladimir Yakunin, a president of the state-run Russian Railways
- Mar. 2015 **VIPSHOP** : Executed brand promotion conference for VIPSHOP (vip.com, NYSE:VIPS) inked MOU with KOTRA
- Mar. 2015 **IKEA** : Developed the overview of South Korea media landscape 'Unlocking the Door to Korea'
- May. 2013 **Michelin Korea** : Organized & executed Premium Tires 'Michelin Primacy 3' launching Press Conference
- Jun. 2012 **BGF retail** : Organized & conducted press conference for brand renaming of BGF Retail's 'Family Mart' to 'CU'
- Nov. 2012 **Barclays** : Arranged and supported Dean Maki (Managing Director and Chief US Economist) Interview
- Nov. 2012 **Limelight Networks Korea** : Organized & conducted LLNW DPM service launching Media Round Table
- Jan. 2012 ~ Jun. 2012 **Ministry of Culture, Sports and Tourism** : 2012 MCST government PR policies consulting project
- Dec. 2011 **Barclays Capital** : Julian Callow (Head of International Economics and European Economics) Interview
- Nov. 2011 **Limelight Networks Korea** : Organized & conducted LLNW Korea Launching Press Conference
- Apr. 2011 **ATKearney Korea** : Provided communication strategy, generate PR marketing contents and collaterals

EDUCATION

- Mar. 2006 ~ Feb. 2011 Ewha Womans University, Seoul / Bachelor of Arts : Advertisement & PR
- Mar. 2009 ~ Feb. 2010 International English Language Institute Hunter College, New York (Business English, Literature)
- Aug. 2021 The 11th Specialist Courses for international Arbitration, KCAB International

AWARDS

- Feb. Mar. May. 2016 - Named as Employee of the month (3 times), Burson-Marsteller Korea
- Sep. 2008 - Won the 1st prize (2008 PR Strategy Contest), Korea Public Relations Association
- Sep. 2008 - Won the 2nd prize (The 14th Sony Korea Contest Dreamers Championship), Sony Korea