

SOYOUNG KIM

REPORTER

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EXPERIENCE

KPTV FOX 12 OREGON, Portland, OR, DMA # 23

2022–Present

Reporter/Multimedia Journalist

- Report nightly on top stories in Oregon and Southwest Washington
- High-impact storyteller with authentic delivery
- Proven active and accurate live-breaking journalist
- Dig into research, digest complex information, track developments
- Cultivate sources and develop multi-platform enterprise stories

BEACHBODY, Los Angeles, CA

2017–2022

Director, Communications and Content

- Spearheaded global communications and editorial strategy across social and digital channels
- Led relationships with PR agencies and strategic executive partners
- Created data-driven content strategy—increased followers by 50% across social platforms
- Head copywriter—wrote, edited, deployed newsletters and articles

KRQE CBS NEWS 13, Albuquerque, NM, DMA # 49

2016–2017

General Assignment Reporter

- Covered breaking news live for primetime broadcasts
- Generated enterprise stories for newscasts, digital platforms, and social media
- Told stories that impacted local communities and empowered the audience to make informed decisions
- Managed shooting and production schedules for multiple live deadlines daily
- Developed leads and contacts

TOSHIBA AMERICA MEDICAL SYSTEMS, Tustin, CA

2014–2016

Social Media Specialist

- Owned brand voice across various channels—social media, email marketing, print collateral
- Managed social editorial calendar; achieved engagement rates more than 5X B2B industry averages

KAGS NBC NEWS, Bryan/College Station, TX, DMA # 83

2013–2014

Multimedia Journalist/Reporter

- Wrote, shot, and edited stories to inform, equip, and empower local communities
- Created content for social and digital platforms

KQDS FOX 21 NEWS, Duluth, MN, DMA # 139

2012–2013

Anchor/Producer/Reporter

- Wrote, produced, reported, and anchored newscasts to shed light on meaningful stories
- Coordinated production staff
- Increased viewership 4X

ANNENBERG TV NEWS, Los Angeles, CA

2009–2012

Multimedia Journalist/Reporter/Web Producer and Manager

- Shot, wrote, edited packages
- Managed web team and created multimedia elements

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA, Los Angeles, CA

Master of Arts, Broadcast Journalism, 2012

Bachelor of Arts, Communication, 2010