

CV (résumé) for Job application_ Sungjae Kim

PERSONAL DATA

Name: Sungjae Kim

Date of Birth: 10 DEC 1983

Address: Yangpyeong-ro 24gil 9, Yeongdeungpo-gu, Seoul

Telephone: +82-10-2887-7408

E-mail: lurboksj@gmail.com

Sex: Male

Marital Status: Married



JOB EXPERIENCE

1.

APR 2016 ~ DEC 2017(present) : 1 years and 8 months

Company : Daehong Communication (Advertising agency)

Position : Account Executive (AE)

Role & Responsibilities

- AE: NAVER, NEXON (Korean leading IT companies), Lotte, etc.
- Set up communication & marketing strategy
- Produce and launch commercials and marketing contents

2.

JAN 2009 ~ APR 2016 : 7 years and 4 months

Company : Innocean Worldwide (Advertising agency)

Position : Account Executive (AE)

Role & Responsibilities

- Global AE: Hyundai Motor, Kia Motor, Hankook Tire, Daekyo, Hyundai Glovis, Hyundai Rotem, Hyundai Heavy Industries, etc.
- Set up communication & marketing strategy
- **Produce and launch commercials and viral contents (Korean&English)**
- **Localize the contents for overseas market (Europe,US,Asia,South America)**
- Plan and operate IMC marketing (ATL, BTL, Online)
- Participate in bidding pitches for inviting new clients

3.

SEP 2006 ~ JAN 2012 : 5 years and 5 months

Company : Iyuno Media Group in South Korea

Position : Freelance Translator (mainly ENG to KOR, sometimes KOR to ENG)

Role & Responsibilities

- **Translate subtitles of TV shows & Films (English to Korean)**
- **Translate subtitles of Documentaries & Films (English to Korean)**
- **Sometimes, translate films in Korean to English**

ACHIEVEMENT

- **Commercials: Hyundai Motor – ‘live brilliant’ global campaign (2013~2014)**
Kia – K5, Sorento, Carens, Morning, PR films (2011~2013)
Hankook tire – Ventus, Optimo, Dynapro (2010)
Daekyo – PR films (2010)
And other Print, Radio, Online advertisements
- **Viral Films: ‘Empty Car Convoy’ (Hyundai Motor, 2014, <https://youtu.be/EPTIXldrq3Q>)**
‘Exobaby’ (Hyundai Motor, 2014, <https://youtu.be/o8yVq0ZNH3g>)
‘Genesis H-TRAC’ (Hyundai Motor, 2015, <https://youtu.be/VfkOiY5gG-8>)
‘IONIQ’ brand films (Hyundai Motor, 2016, <https://youtu.be/7eAFMQ4n820>)
- **Awards: Korean advertising festival 2014 – Gold, Film category**
Cannes lions festival 2015 – Shortlist, Film category
Spikes Asia Ad festival 2015 – Bronze, Film category
‘Empty car convoy’ (Hyundai Motor)

EDUCATION

1. MAR 1999 ~ FEB 2002 : Geumjeong High school / Graduated

2. MAR 2003 ~ FEB 2009 : Seoul National University / Bachelor’s degree / Graduated
- Major: Korean History / Media and Communication

MILITARY SERVICE

2004.SEP ~ 2006.SEP : Served as a KATUSA (Korean Augmentation to the US Army)
Station – Camp Casey, Dongducheon, Gyeonggi

REFERENCE/CERTIFICATE

1. **Certificate of Subtitle Translation: ENG into KOR 1st grade**

(Issued by Subtitle Translation Institute(STI))

2. **Driver’s License: Normal, Manual (Issued by Seoul Police Agency)**