

# HaeLin Kim

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ProZ.com profile: <https://www.proz.com/translator/3480269> (Professional member)

## QUALIFICATIONS

A translator of English to native Korean with a deep understanding of design, graphic arts, digital marketing and corporate events

### Specializations

Marketing	Advertising, public relations, market research, exhibitions, expos
Art	Graphic arts, photography, digital imaging, painting, crafts
Other	Retail, general

### Computer skills

Windows 11, MS Office 365 (Word, PowerPoint, Excel), Adobe (Acrobat, Photoshop, Illustrator), file transfer and archival, etc.

### CAT tools

Trados 2022 Freelancer, Multiterm 2022, Wordfast Pro 7, MemoQ 9, Phrase, Smartcat, XTM

### Language pair and rates

English to Korean (per word)	Translation	\$0.04
	Proofreading	\$0.02 or \$25 per hour
	Daily capacity	2,000 words

## PROFESSIONAL EXPERIENCE

### English-to-Korean translation

General	<p>2022 - 2023 A****</p> <ul style="list-style-type: none"><li>- Translated newsletters and educational content concerning the company's software for the Korean users</li><li>- Translated announcements on the customer-support forum</li><li>- Reviewed and revised UI strings of the customer-support forum</li></ul> <p>2022 - 2023 TED</p> <ul style="list-style-type: none"><li>“A Brain Implant that Turns Your Thoughts into Text”</li><li>“You Deserve the Right to Repair Your Stuff”</li><li>“These Animals Are Also Plants... Wait, What?”</li><li>“The Relationship Between Sex and Imagination”</li><li>“We Could Kick-Start Life on Another Planet. Should We?”</li><li>“Seeing Things that Aren't There? It's Pareidolia”</li><li>“What if You Could Sing in Your Favorite Musician's Voice?”</li><li>“How AI Could Empower Any Business”</li><li>“Why Thinking About Death Helps You Live a Better Life”</li></ul> <p>2017 - 2019 Ocmakers</p>
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	- Assisted non-Korean exhibitors at the following Korean art fairs with the translation of their exhibition manuals, announcement emails and site instructions: Seoul Illustration Fair 2017; Winter 2017, 2018 and Winter 2018
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### **Korean-to-English translation**

Marketing	2022 A**** - Translated a marketing report that summarized the results of a paid media campaign on Google Ads and YouTube
General	2022 Lawagede - Translated a product brochure on the procedure for the harvesting and processing of Kopi Luwak coffee  2013 - Translated the abstract for a master's thesis titled “The Impact of Perceived Service Environment in Historical Theme Parks on Memory, Satisfaction and Loyalty: A Study of the Korean Folk Village”

### **Additional experience**

Willbe Communication (marketing agency) Jan. 2022 - Mar. 2023	Marketer - Developed marketing communication strategies to increase the conversion rate
Krema Worldwide (advertising agency) Aug. - Dec. 2020	Marketer - Developed strategies to boost LG's online sales of electronic and digital devices in the North American market - Created content strategies for social media channels of LG Ultragear monitors, including Twitter, Instagram and YouTube - Collected and analyzed social marketing strategies of its competitors - Wrote and edited brochures for new monitor products
Whyknot (marketing agency) Jan. - Aug. 2020	Project manager - Developed themes and concepts of events and ceremonies - Assisted performance directors for the Korean pavilion at Expo 2020 Dubai
Lawagede (coffee seller) Apr. - Dec. 2019	Marketer and designer - Wrote advertising copy for the company's website - Designed the logo and posters - Issued purchase orders and shipments
Ocmakers (event planner) Jan. 2017 - Mar. 2019	Project manager - Planned and executed events on design and illustration - Organized seminars and group mentoring sessions - Created content for monthly newsletters and social-media channels, including Facebook, Instagram and Twitter - Communicated with external vendors to create asset for advertising

### **CERTIFICATIONS**

OPIc: Intermediate High, 2023

GAIQ (Google Analytics Individual Qualification), Google, 2021

SQLD (Structured Query Language Developer), Kdata, 2021

English for International Trade Level-1, Korcham, 2019

Computer Specialist in Spreadsheet and Database Level-2, Korcham, 2016

### **HOBBIES**

Photography (3 years), illustration (2 years), weight training (3 years)

## **EDUCATION**

Master of Fine Arts, Korea National University of Arts (graduated in 2018, full scholarship)

Bachelor of Fine Arts, Korea National University of Arts (graduated in 2015, full scholarship)