

JEANHEE KIM

JEANHEE@JEANHEE.COM

EXPERIENCE

NYU SCHOOL OF LAW, Office of Communications, New York, NY current
Managing Editor

Manage the News and Faculty channels of web site: assigning, editing news coverage of campus events. Edit annual, glossy, 150+ page magazine that serves as yearbook, recruiting, marketing tool. Participate in dean's communications group, comprising development, alumni relations, special events, publications representatives.

FREELANCE WRITER AND EDITOR, New York, NY current

Write, edit on a short-term and/or contract basis for magazines, newspapers, web sites and books. Recent publications include: *Men's Fitness*, *Consumer Reports*, *Martha Stewart Weddings*, *Us Weekly's Fashion Daily*, *Us Weekly*, *The Week*, *Bicycling*, *Crains New York Business*. Since 1993, have been published in: *Entertainment Weekly*, *Fortune*, *Fortune Small Business*, *Outdoor Explorer*, *Working Woman*, *Attaché*, *Oxygen.com*, *Sesame Street Parents*, *Money.com*, *No Boundaries* (Tehabi Books, 2002).

MEREDITH INTERACTIVE MEDIA, New York, NY 2000 to 2002

Director of New Channel Development

Conceived and oversaw the construction of mini-web sites – channels – to be inserted into Meredith's online properties including *Better Homes and Gardens* and *Ladies' Home Journal*.

- Developed simple template for channels so they could be dropped into web sites with differing structures.
- Launched "Money" and "Work-at-Home" channels

Director of FamilyMoney.com

Developed robust, dynamic, friendly personal finance web site for women as a companion to Family Money magazine. Managed design, content partnerships, editorial/art maintenance within \$200,000 budget.

- Created strategic plan, editorial plan and design RFP.
- Selected design firm, forged cooperation between designers and technology team.
- Struck no- and low-cost content partnerships for news ticker, stock quotes, savings/mortgage rates, mutual fund advice while retaining most traffic. Saved projected \$36,000 annually.
- Hired staff, freelance editors, writers, designers, producers.
- Wrote weekly e-newsletter. E-mail subscriptions increased 100% in three months.
- Appeared frequently as guest personal finance expert on *Good Day New York*.

OXYGEN MEDIA, New York, NY 1999 to 2000

Senior Producer, ka-Ching.com

Under intense, three-month time frame, launched *ka-Ching*, a personal finance, career, business and family site for women. Edited, managed "Your Money," "Your Family," "Your Career" channels.

- Developed concept, mission, site architecture, design and editorial voice.
- Launched in May 1999, *ka-Ching* was hailed by the *New York Times* as "clearly the strongest among the overall investment sites for women." (6/17/99)
- Conceived and ran all editorial aspects of investing and relationship channels including hiring writers, assigning and editing stories, maintaining voice and tone.
- Edited *ka-Ching*'s two most popular columnists.

- Customized 18 interactive financial calculators, greatly improving usability.
- Revised and revamped career channel.
- Appeared as regular on-camera personal finance expert on *Trackers* (teens) and *SheCommerce* (shopping) programs on Oxygen Media cable network.

MONEY MAGAZINE, New York, NY 1993 to 1999
Writer-Reporter

Wrote and reported personal finance stories with a particular focus on Wall Street and analysis of companies and equity mutual funds.

- Reported, co-wrote annual features, *Best Places to Live in America*, *Companies with the Best Benefits*.
- Regularly wrote “Small Stock Outlook,” “Stock of the Month,” various news items.
- Wrote, reported *Money.com* magazine test launch cover story, *Buying a Home on the ‘Net*.
- Guest expert appearances on *Good Day NY*, *Today in NY*, *America Talks*, *Before the Bell*, various CNNfn, CNN, CNBC programs – live and taped.
- Previous positions: Senior Writer for *Retire with Money* monthly newsletter, Senior Reporter and Staff Reporter for *Money* magazine.

WORKING WOMAN, New York, NY 1991 to 1993
Assistant Editor

Line-edited "Career Strategies" column; wrote news, business, health, entertaining, fashion.

ASSOCIATED PRESS, Rome, Italy 1990 to 1991
Reporter Intern

Wrote, reported wire stories on Persian Gulf War activities, Mona Lisa’s identity, World Cup bobsledding.

EDUCATION

DARTMOUTH COLLEGE, Hanover, NH 1986 to 1990

- B.A., Comparative Literature with Honors
- Art History Foreign Study Program, Florence, Italy 1988
- Editor, Arts & Leisure, *The Dartmouth*, 1988-1989 (reporter, 1986-1988, won Ira Holmes Book Award for Excellence in Journalism, 1987)

EWHA UNIVERSITY, Seoul, South Korea 1987

- Certificate, Korean language program

AWARDS, ACTIVITIES, OFFICES AND INTERESTS

- Chairwoman, Board of Directors, The Civilians Theater Company
- Committee on Trustees, Dartmouth College
- 2003-2004 Young Alumni Distinguished Service Award, Dartmouth College
- Alumni Search and Trustee Nominating Committee, Dartmouth College (2000-2002)
- Editorial Board, *Dartmouth Alumni Magazine* (1996-2002)
- Precious metal and gemstone jewelrymaking, semi-professional doubles beach volleyball (ranked, AA-rated), swimming, scuba diving