

JEANHEE KIM

JEANHEE@JEANHEE.COM

Objective: Communications director position where I can use my journalism, editorial, project management, and multimedia expertise to shape and maintain the brand of a nonprofit organization.

EXPERIENCE

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

Work with faculty and administrative staff, prominent alumni, students, freelance writers and editors to market NYU, a visionary, Top 5 law school shaking its century-old image as a commuter school.

- Transformed dry, academic 150-page magazine into respected, annual, 130-page, newsstand-worthy glossy with 60,000 circulation. Publication utilized to recruit new faculty, entice prospective students, impress, reassure alumni and raise profile, esteem of school among peer schools, top academics, judges, key partners at top national and regional firms.
- Assign and edit feature-length articles, profiles, news and events; edit scholarly articles.
- Plan, organize, host annual roundtable discussion on high-impact, cutting-edge legal topics; edit, package discussion as magazine feature.
- Supervise senior staff writer, editorial assistant, freelance editors and writers; collaborate with designers, art directors, creative director.
- Launched, manage, edit thrice-annual alumni e-newsletter.
- Manage news and publications sections of law.nyu.edu web site.
- Edit Alumnus of the Month profiles
- Conceived, reimagined, edited new brochure and letter series for graduate admissions.

FREELANCE WRITER AND EDITOR current

Write, edit, report, consult for magazines, newspapers, web sites and books. Publications include: *Bicycling, Consumer Reports, Crain's New York Business, Entertainment Weekly, Fortune, Fortune Small Business, Martha Stewart Weddings, Outdoor Explorer, People, The Week, Us Weekly, Working Woman.*

MEREDITH INTERACTIVE MEDIA, New York, NY 2000 to 2002
Director of FamilyMoney.com

Developed robust, dynamic, friendly personal finance web site for *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 traffic. Saved \$36,000 annually.
- Hired staff, freelance editors, writers, designers, producers.
- Wrote weekly e-newsletter. E-mail subscriptions increased 100% in three months.
- Appeared regularly 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.
- 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.”
- 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.

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 general interest news including Desert Shield, Desert Storm, Persian Gulf War activities, Mona Lisa’s identity, World Cup bobsledding.

COLLEZIONE PEGGY GUGGENHEIM, Venice, Italy

1990 to 1991

Museum intern, Capa (Captain)

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, received Ira Holmes Book Award for Excellence in Journalism, 1987)

EWHA UNIVERSITY, Seoul, South Korea

1987

- Certificate, Korean language program

AWARDS, ACTIVITIES, OFFICES AND INTERESTS

- Public Relations Chair, Dartmouth Asian Pacific American Alumni Association (current)
- Current board member, former chairwoman, The Civilians theater company (since 2001)
- 2003-2004 Young Alumni Distinguished Service Award, Dartmouth College
- Alumni Search and Trustee Nominating Committee, Dartmouth College (2000-2002)
- Completed 1998 Asian American Journalists Association's Executive Leadership Program
- Member, Editorial Board, *Dartmouth Alumni Magazine* (1996-2002)