

IRENE ANNA KIM

PRODUCER + SOCIAL MEDIA STRATEGIST

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enerianna ireneannakim

EDUCATION

NYU Gallatin
School of
Individualized
Study,
BA, Visual Media &
Creative Writing

SKILLS

Field & Studio
Production

Remote Shoot
Production

Project Management

On-camera Hosting
& Interviewing

Casting & Directing
Talent

End-to-end Content
Production

Social Media Strategy &
Content Creation

Adobe Creative Suite
(Photoshop, Lightroom,
& Premiere Pro)

Voice-over

LANGUAGES

English (fluent)

Korean
(intermediate)

RELEVANT WORK EXPERIENCE

Freelance Producer + Self-Employed Projects | March 2024 -

- Develop social media strategy for small businesses in the home goods and keepsakes space that converts views into sales
- Lead end-to-end content production for clients on Instagram
- Co-founded an internationally-recognized grassroots organization (Swifties For Kamala) that garnered extensive media coverage in NBC, The New York Times, CNN, and more
- Launched the organization's social media; led content strategy and contributed content creation that grew online audience to over 300k in 3 months
- Collaborated with UGC creators and influencers on social media initiatives
- Coordinated live production with Oprah Winfrey's team for virtual Unity rally

INSIDER INC.

Producer | Business Insider | June 2023 - Feb 2024

- Researched niche crafts and artisanal products to produce long-form videos for the brand's lead series, "So Expensive," that averaged 2M views per episode
- Hired and managed an international team of freelancers; managed series budget
- Utilized Google Trends to maximize SEO in headline and video descriptions
- Reviewed video edits & provided notes via Adobe Premiere Pro; oversaw field shoots
- Expanded show's impact by repackaging and optimizing episodes across all social platforms
- Co-hosted 3 episodes of hit series "Food Wars", averaging 1.5M views per episode
- Recorded voice-over for "Rise and Fall" series, averaging 3.9M views per episode

Producer | Style Insider | Feb 2021 - June 2023

- Grew audience to over 2.3M followers across platforms by producing a mix of short and long-form videos averaging 500K 30-second views each
- Tracked metrics and qualitative themes to analyze what makes a top-performer, then applied learnings to future pitches to replicate results
- Focused on interviewing and commissioning shot-by-source footage from small business innovators within the style space, which positively impacted their growth

Associate Producer | Style Insider | May 2020 - Feb 2021

- Created and hosted a variety of short-form series to target Gen-Z audience on Snapchat, including DIY-based tutorials, viral style hacks, and explainers around trending topics
- Directed studio shoots and also filmed iPhone footage for social videos
- Wrote and recorded voice-over for timely pop-culture videos averaging 2 million views

Associate Producer | Business Insider | Oct 2018 - April 2020

- Scaled one-off hit videos into two successful series, averaging 3-5M views per video; served as showrunner, editor, and director on set
- Increased brand's female viewership by 60% and YouTube subscriptions by 30%
- Trained video fellows and oversaw subsequent transition into full-time roles

Video Writing Intern | Fast Food Insider | April 2018 - Sept 2018

- Produced 2-3 short-form social videos a week
- Coordinated studio and field shoots; sourced talent for taste tests

YELP INC.

Account Executive | Oct 2017 - March 2018

- Strategized media solutions for business growth with small business owners to build online presence and initiated effective outbound advertising using Salesforce