

Se Young Kim

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EDUCATION

Georgia State University, Psychology — Atlanta, GA
2022-2024

Duluth High School — Duluth, GA
2015-2019

WORK EXPERIENCE

Sonaara

Atlanta, GA

Social Media Manager | Jan 2025 - Present

- Led social media strategy across TikTok and Instagram, achieving a 200% increase in followers
- Developed high-performing short-form video content, generating 500,000+ views
- Collaborated with CEO and CMO to plan, execute, and manage marketing plan and content strategy
- Increased brand awareness through weekly on-campus activations, engaging 100+ students per event
- Analyze engagement metrics to refine content and improve reach and performance

White Windmill

Duluth, GA

Barista | Aug. 2023 – Nov 2024

- Greeted 500+ customers on a weekly basis, ensuring excellent service and a positive experience
- Hand-crafted 30+ variety of drinks and other menu items, explicitly following instructions outlined on the recipes
- Handled 50+ POS and register interactions daily while taking customer orders, accounting for accuracy and speed
- Opened and closed the facilities, performing best practices for clean-up and leading to a cleanly environment
- Skilled at using an espresso machine and well versed with espresso based drinks
- Performed efficiently with other team members in fast-paced environment

Sejin

Duluth, GA

Interpreter & Administrative Support | Jan 2019 – Aug 2022

- Facilitated communication across multilingual teams (Korean, English, Spanish), improving operational efficiency
- Managed inventory tracking using Excel, organizing 100+ product items
- Reviewed invoices and financial documents for accuracy, reducing errors

ADDITIONAL INFORMATION

Bilingual

English- Native, *Korean*- Fluent

Skills: Social Media Strategy (TikTok, Instagram, Reels), Content Creation & Video Editing, Trend Research & Audience Engagement, Analytics & Performance Tracking, Tools: CapCut, Canva, Excel