

RIANNE KIM

CONTACT

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riannecykim.com
(818) 523-4955

EDUCATION

Bachelor of Fine Arts
Communication Design
Parsons School of Design
New York, NY

SKILLS

Social Media Marketing
Social Media Advertising
Design Marketing
Content Management
Art Direction
Branding
Graphic Design
Content Creation
Video Editing
Competitor Analysis
Data Analysis
A/B Testing
SEM/SEO
Trend Research
Print Production
Logo Design
Editorial Design
Packaging
Photo Shoots
Photo Retouching

TOOLS

Canva
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Premiere Pro
Adobe Lightroom
Figma
Shopify
Brevo
Notion
Google Analytics
Microsoft Office
Keynote

WORK EXPERIENCE

SOCIAL MEDIA MARKETER / GRAPHIC DESIGNER

Entropy Makeup – Remote

August 2024 - Present

- Increased online traffic and sales by 68% among the 20-30s demographic by developing a data-driven marketing strategy informed by consumer behavior and market trends.
- Reduced marketing costs by 15% through strategic ad spend tracking and optimization across multiple media channels.
- Designed and produced social media content, product packaging, online ads, and Amazon banners, reinforcing the brand's organic identity.

SOCIAL MEDIA MARKETER

House of Balance – Remote

August 2024 - Present

- Led a high-impact brand pop-up event in Miami, collaborating with top brands, celebrities, and influencers, significantly increasing brand visibility, online engagement, and sales.
- Boosted website traffic by 66% among the 30-40s American demographic by transforming the brand's TikTok from an influencer outreach tool into a content hub, implementing a structured content calendar, and optimizing ad copy through A/B testing.

SOCIAL MEDIA MARKETER / GRAPHIC DESIGNER

Sixth Sense LA / 6xs Coffee – Los Angeles, CA

March 2023 - June 2024

- Transformed a small local coffee shop into a recognized brand on social media, making it a go-to spot for photos with a reimagined aesthetic and viral signature drinks, driving engagement and increased foot traffic.
- Directed content creation—organizing photoshoots, capturing and editing high-quality images, and producing a branded interview series featuring customers, baristas, and influencers.
- Increased foot traffic by 42% among the 10-20s demographic by hosting influencer events that enhanced social media exposure and brand recognition.

GRAPHIC DESIGN INTERN

32 Degrees – New York, NY

May 2022 - December 2022

- Designed packaging, hang tags, and seasonal website banners for clothing lines, ensuring seamless brand identity across digital and physical platforms.

BRAND DESIGN INTERN

CDR Associates – Seoul, South Korea

May 2021 - August 2021

- Created a presentation template for LG Chem On, designed a logo for Hyundai Greentric, and rebranded the CJ logo to enhance corporate identity.
- Conducted market research for city-hosted festivals, city branding, apartment developments, and city bus designs, providing data-driven insights to strengthen branding strategies.

LANGUAGES

- English (Native)
- Korean (Native)