Daniel Shim

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WORK EXPERIENCE

Seattle Mariners   **Seattle, WA**
Project Manager / Product Designer   Jan 2022 – May 2022
- Conducted market research, persona creation, and project roadmaps to analyze internal stakeholder pain points and possible solutions for former customer satisfaction data analytic tools.
- Analyzed customer satisfaction data, business summary reports, and dashboard recaps, creating PowerPoints and presenting over 50+ net promoter score (NPS) insights to senior management teams and the CFO of business operations.
- Created interactive UI prototypes using Figma for an NPS insights platform, proposing and implementing over 10+ new and improved features to improve stakeholder efficiency and data insights.
- Managed project timelines and weekly syncs with the product team and business operation stakeholders using Azure DevOps.

Tree Stump Studios   **Bothell, WA**
Marketing Coordinator Intern   Dec 2020 – Aug 2021
- Curated high-level editorial calendars, combining marketing strategy with project deliverables, increasing social media content engagement by over 50%.
- Developed a new project tracking system for all business teams by introducing Trello, increasing project efficiency and team awareness.
- Strategized with the senior marketing manager to brainstorm and coordinate content marketing projects, using direct marketing techniques to gain 80+ weekly followers on Facebook and Instagram.
- Collaborated with over 200+ volunteers to execute 5+ creative and fun videos, edited using Final Cut Pro for a virtual conference with a target audience of over 12,000+ participants.

LEADERSHIP EXPERIENCE

ConXion College Group   **Bothell, WA**
Core Team Lead   Sep 2019 – June 2022
- Collaborated and lead 8+ student leaders to plan and host weekly events for 80+ college students, emphasizing topics centered around personal faith, mental health, and racial social justice issues.

EDUCATION

University of Washington   **Seattle, WA**
B.S Informatics & B.A. Communications (GPA: 3.75)   Sep 2018 – Aug 2022

SKILLS & INTERESTS

SKILLS: Microsoft Office | G-Suite | Figma | Adobe Creative Suite | ADO/Jira/Trello | UX/UI Design | HTML/CSS | Social Media Management (Buffer/HootSuite)

INTERESTS: Project Management, Content & Brand Marketing, Working Out, Desk Setups, Photography