

# Daniel Shim

## Digital Marketing Specialist

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### EDUCATION

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**University of Washington** *B.S Informatics & B.A. Communications (GPA: 3.75)* **Seattle, WA**  
*Related Courses:* Professionalism in Informatics, Information Systems Analysis & Design, Social Effects of Technology & Social Media, Communication Ethics  
Sep 2018 – Aug 2022

### PROFESSIONAL EXPERIENCE

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**Firstech, LLC** **Kent, WA**  
*Marketing Intern* March 2023 – Present

- Launched Compustar's TikTok page, driving user engagement and brand awareness and gaining over 1200+ followers on 55K+ views
- Managed social media posting schedule and collaborated with other creatives through Trello & Slack
- Coordinated & set up multiple ad campaigns for Meta using Meta Business Suite, increasing impressions and conversions by over 50%
- Wrote SEO-friendly blog articles for Compustar.com answering common questions about the company's products and other relevant car security topics
- Conducted research and created analytic reports and engagement summaries for key stakeholders & presented findings to utilize for future marketing campaigns

**Seattle Mariners** **Seattle, WA**  
*Product Designer* Jan 2022 – May 2022

- Conducted market & competitive research to analyze internal stakeholder pain points & present possible solutions for former customer satisfaction data analytic tools
- Analyzed customer satisfaction survey data & identified 50+ net promoter score insights by using data analytic & data filtering techniques to present to CFO & other high-level stakeholders
- Created interactive UI prototypes using Figma, implementing 10+ new data visualization & analysis features for a PowerBI dashboard to improve stakeholder efficiency & NPS data insights
- Managed project team tasks using Azure DevOps and communicated with cross-functional teams to align project outcomes with stakeholders' needs and project expectations

**Tree Stump Studios** **Bothell, WA**  
*Marketing Coordinator Intern* Dec 2020 – Aug 2021

- Launched TreeStump's Instagram page, focusing heavily on photo & short-form video content, to gain brand awareness & drive user engagement, organically gained 500+ followers
- Managed main social media posting schedules, and worked with other creatives to align content with the company's vision and mission
- Collaborated with over 200+ volunteers to schedule & film multiple creative videos for a virtual conference with a target audience of over 12,000+ participants internationally
- Managed project tasks tracking for at least 3+ projects a week on Trello for all cross-functional teams, increasing project awareness, team efficiency, & deadlines met

### SKILLS & INTERESTS

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**SKILLS:** Microsoft Office | G-Suite | Adobe Creative Suite | ADO/Trello | UX/UI Design | Social Media Management | Social Media Ads | Blog Writing | Google Analytics | SEO | Google PM Certification

**INTERESTS:** Project Management, Digital Marketing, Social Media, Working Out, Desk Setups, Photography