

# David Kim

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## Experience

### **CUSTOMi, San Francisco – Web Developer/Internet Marketer (July 2018 – Present)**

- Kept social media reviews positive by notifying clients on how to respond to their customers
- Improved website performance by updating plugins, optimizing images, and purging cache in Wordpress
- Increased client's customer base by posting paid ad campaigns on Facebook
- Created Wordpress websites using Divi and Enfold
- Added Web Accessibility by organizing the hierarchy of the website and adding tools

### **ZERO1, San Jose - Social Media/Marketing/Tech Specialist (April 2012 – December 2012)**

- Salesforce Data Management
- Online image archiving with various photo sharing sites such as Pinterest, Kapsul, Flickr and Facebook
- Event promotion using platforms such as Eventbrite, Eventful and Zvents.
- Technical problem solver
- Customer service

### **ZERO1, San Jose - Media Specialist/Videographer (June 2010 – September 2010)**

- Video production of B-Roll for the ZERO1 Biennial (formerly 01SJ)
- Conducted staff and artist interviews
- Documented all the events and receptions for ZERO1
- Collaborated with video editor for post-production

## Skills

Social Media, HTML5, CSS3, PHP, MySQL, JavaScript, jQuery, Bootstrap, Asana, Strong proficiency with Excel or Google Sheets (pivot tables, vlookups, basic modeling), basic understanding of data logging/tracking systems in growth marketing (Tag Manager, Analytics, weblogs), Google Ads

## Software

Adobe CS6, Brackets, WordPress, Sitebuilder Laravel, LAMP

## Education

### **MFA, Web Design & New Media (June 2013 – August 2016)**

Academy of Art University

### **BFA, Digital Media Art (August 2007 – May 2012)**

San Jose State University