

Taylor Kim

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EDUCATION

Boston University | College of Communication | College of Arts and Sciences | Boston, MA
Bachelor of Science in Public Relations

RELEVANT WORK EXPERIENCE

- Boston University Orientation** | Boston, MA — *Program Coordinator* April 2025 - Present
- Estimating material quantity and analyzing the logistics of Orientation tasks
 - Planning and strategizing events for incoming students
 - Troubleshooting issues and providing customer service for student and families
- PRLab** | Boston, MA — *Account Supervisor* January 2025 - Present
- Supervising **Ben & Jerry's** social media (Collaboration with Armani eats, 30 Instagram posts, 3 reels)
 - Managing the **Boston House** social media accounts (increased engagement by 64.18% and created over 40 social media posts/videos)
- BU Sustainability** | Boston, MA — *Resident Sustainability Leader Intern* May 2024 - Present
- Leading the market collaboration between BU Sustainability and **Saxby's** to offer a 10% discount on drinks
 - Educating residents about BU Sustainability topics such as Zero Waste, Climate Justice, and Green Room Certification
 - Planning and hosting 6 events a year with over 300 residents
- PRLab** | Boston, MA — *Account Executive* September 2024 - December 2024
- Worked with **BU PR Social** to create 5 pieces of video content to upload to the official Boston University Instagram and TikTok
 - Created scripts for 10 *The Brink* and *BU Today* articles
- ProBono** | Boston, MA — *Account Executive* November 2024
- Rebranded the logo and created a media branding kit for the **Boston Fire Cancer Foundation (BFCF)**
- Maurice J. Tobin Elementary School** | Roxbury, MA — *BUILD Lead Tutor* September 2024 - December 2024
- Led and supervised the other tutors during P&D Meetings
 - Created and edited 20 tutors' schedules and approved weekly time entries
- Massachusetts Women's Political Caucus** | Boston, MA — *Marketing and Communications Intern* January 2024 - May 2024
- Researched campaign strategies and local political candidates
 - Organized meetings and events
 - Facilitated contact between the MWPC and organization members
- Mugar Memorial Library** | Boston, MA — *Library Assistant* October 2022 - May 2023
- Mailed book lendings between domestic and international libraries
 - Fulfilled journal borrow requests for undergraduate and graduate students
- Hers Magazine** | Atlanta, GA — *Editorial Intern* June 2021 - August 2021
- Collaborated with 5 other editors to draft plan 20 future articles based on current trends and previous successes
 - Pitched 15 ideas based on current fashion trends to inform audiences to increase reader engagement
 - Edited 2 book manuscripts such as a nonfiction pieces and wrote magazine articles e.g., fashion and celebrity editorials

AWARDS

- The **Posse Foundation** National Leadership Fellowship September 2022 - May 2026

PROJECTS

- COM CM441 PR Campaign Proposal to the **Duolingo** Marketing and Communication team March 2025 - May 2025
- COM CM442 Team Project: Victoria's Secret PR Campaign December 2024
- COM CM215 Final Project: Rare Beauty Campaign Plan and Proposal December 2023

EXTRACURRICULAR ACTIVITIES

- Boston University Student Government** | Boston, MA — *Director of Environmental Affairs Events Operation* September 2024 - March 2025
- Supervised and advised 13 staffers on their event proposals
 - Led biweekly meetings and guiding staffers in the event planning process

ADDITIONAL WORK EXPERIENCE

- Guess** | Lawrenceville, GA — *Sales Associate* May 2023 - August 2023
- Specialized in customer service and selling the loyalty program

SKILLS

Industry: Microsoft Office, Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Premiere) Canva, Basecamp, Muck Rack, Hootsuite, Meltwater,
Technical: Writing, Social Media, Graphic Design, Video Editing, Multitasking, Detail-oriented, Time Management, Teamwork, Organization
Language: Korean (Conversant)