



# Amanda Kim

ACD Writer

## Experience

### OGILVY

Associate Creative Director

New York, NY

Samsung Global

- Acted as creative lead on multiple global campaigns for Samsung (Brand pieces, Galaxy devices, AI appliances).
- Successfully pitched, won and led creative as well as full production and post.
- Built market specific assets across APAC, EMEA, LAD and North America.
- Managed and mentored creatives, helping develop their skills and craft.
- Created and developed integrated marketing campaigns across TV, digital, experiential and social, garnering earned media.
- Presented to global clients on a weekly basis while managing client relations and expectations.

### SID LEE

Senior Copywriter + ACD

Los Angeles, CA

Sony global, Pokémon, Courvoisier Cognac, FIS

- Led global creative development for Sony earbuds.
- Developed all creative from concepting to delivery including toolkit for local markets.
- Presented at weekly creative reviews with global clients to push craft and meet key deadlines for stakeholders.
- Proactively crafted and helped with pitches regularly.

### CRITICAL MASS

Copywriter

Los Angeles, CA

AT&T

- Concepted and wrote AT&T's first ever chatbot for Facebook (META)
- Wrote headlines and scripts for digital-first campaigns
- Created unique GIPHY assets

## Additional

**72andSunny, Los Angeles**

Coors Light, Coors Banquet

**R/GA, Los Angeles**

Samsung, SanDisk, Western Digital, Nike

**Johannes Leonardo, New York**

Sonnet Insurance, MassMutual, NYC Football Club

**Grey, San Francisco**

Norton Security

## Contact

 Portfolio

[www.amandaskim.com](http://www.amandaskim.com)

 Email

theamandaskim@gmail.com

 Location

Los Angeles

## Profile

Natural creative leader. Digital-first thinker with a classic writing background. Well-versed in concepting for integrated campaigns, global work and product launches. Adept at presenting and communicating directly with clients. Passionate about mentoring minority/female creatives.

Conversational Spanish and Korean.

## Smarts

**Miami Ad School**

San Francisco

**University of California, Irvine**

English B.A. & Journalism B.A.

## Awards

The Big Ad Gig | Finalist & winner

AAF ADDY - App | Silver National, Gold Regional

Young Shits | Shortlist

**Big, small interests**

ANIME + FUSION RECIPES + SKINCARE/FASHION + TECH + MARTINIS