

SUE KIM

T 917 497 5886

SUMMARY

Experienced brand marketer who develops and maintains consistent brand positioning, creative strategy and execution that delivers on business objectives. Supervised top advertising agencies, developed in-house talent, and led cross-functional teams to create effective, breakthrough communications for leading consumer brands.

EXPERIENCE

THE COCA-COLA COMPANY: MARKETING COMMUNICATIONS DIRECTOR 2011 TO 2017

Led strategic planning and execution of all vitaminwater and Powerade brand marketing, content, advertising, and packaging. Also led smartwater until 2013 and again in 2015.

Authored clear, precise briefs based on category, competitive and consumer research as well as brand objectives and business imperatives. Directly inspired and motivated internal cross-functional teams and agencies to develop and execute best-in-class marketing campaigns.

Led an annual planning process directing a cross-functional team of media planning, production, design, shopper marketing, digital platforms, sports marketing, multi-cultural marketing, PR, commercialization, research, legal and claims to effectively collaborate on and sell through innovative, breakthrough communications plans to senior management.

Strategic management of budgets against short and long-term business needs.

GLACÉAU: CREATIVE DIRECTOR 2007 TO 2011

Provided day-to-day creative direction for design and editorial across vitaminwater, vitaminwater zero, smartwater, POWERADE, FUZE and NOS.

Oversaw all day-to-day relations between internal teams and external creative agencies for tv, print, social media, outdoor, packaging, digital, radio and event marketing. Managed an in-house staff of 6 (producers, designers and copywriters)

Authored creative briefs, oversaw workflow and approvals of creative materials.

NICKTOONS NETWORK: ART DIRECTOR 2005 TO 2007

Fully developed a network branding toolkit for all creative at Nickelodeon's cartoon channel and executed on-air promotion, digital, consumer and trade advertising, affiliate marketing, corporate communications and press.

Managed a team of designers and agencies. Also established process for creative requests and delegated resources accordingly.

SPIKE TV: SENIOR DESIGNER 2002 TO 2005

Led creative execution of on-air and off-air creative, consumer and trade advertising, affiliate marketing, corporate communications and press.

VH1: DESIGNER 2000 TO 2002

Developed creative executions for off-air print, consumer and trade advertising, affiliate marketing, corporate communications and press.

EDUCATION

PENNSYLVANIA STATE UNIVERSITY
B.A. GRAPHIC DESIGN, 2000

SUE KIM

CONTACT

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RECOGNITION

2017 BRONZE CANNES LION - FILM
2017 BRONZE CANNES LION - FILM CRAFT
2016 MERIT AWARD ONE SHOW: CROSS PLATFORM
2016 BRONZE CLIO SPORTS
2015 YOUTUBE AD OF THE YEAR NOMINEE
2015 COMMUNICATIONS ARTS MAGAZINE, TELEVISION ADVERTISING WINNER
2015 MOSAIC AWARDS, MULTICULTURAL TALENT IN ADVERTISING AWARD WINNER
2015 BEST OF INSTAGRAM
2013 SHORTLIST AICP: CINEMATOGRAPHY
2009 CREATIVITY: ART OF OUTDOOR
2009 FWA SITE OF THE DAY

WEBBY AWARDS

2009 RICH MEDIA ADVERTISING
2008 BEST USE OF MOTION GRAPHICS
2008 BEST NAVIGATION
2008 BEST VISUAL DESIGN

BROADCAST DESIGN AWARDS

2007 GOLD WEBSITE
2007 PROMAX GOLD BRANDING/IMAGE
2007 PROMAX GOLD DAYPART PKG
2006 GOLD CONSUMER IMAGE AD
2006 SILVER LOGO BUG
2006 BRONZE IMAGE PROMO
2006 BRONZE INFORMATIONAL GRAPHICS
2006 BRONZE WEBSITE
2006 PROMAX SILVER SEASONAL PROMOTION
2005 PROMAX GOLD INTERSTITIAL - MOVIES
2004 GOLD INFORMATIONAL GRAPHICS
2003 BRONZE PRESS KIT
2002 SILVER INVITATION OR CARD
2002 SILVER PACKAGING
2001 SILVER BOUND PIECE

CREATIVITY 36

GOLD WEBSITE
SILVER HOLIDAY CARD
SILVER CONSUMER TV SELF PROMOTION

PRINT REGIONAL ANNUAL 2001

GRAPHIS NEW TALENT 2001

REFERENCES

AVAILABLE UPON REQUEST