

KIMBERLY CHUNG

PROFESSIONAL SUMMARY

Self-motivated connector with a passion for people and humanized tech.

Do-gooder who gets things done.

SKILLS

- Content Strategy
- Partner Proposal Development
- Customer Needs Assessments
- Development Activities
- Brand Messaging
- Sales and Marketing
- Strategic Consulting
- Outreach Management

WORK HISTORY

STRATEGIC ACCOUNT MANAGER 09/2021 to Current **Alyce**, Boston, MA

- 1.7 MM account portfolio - responsible for renewals, upsells, and expansion in 27 key accounts ranging in ARR from \$40,000 - \$180,000
- Daily communication with multiple contacts across accounts - product roadmapping, user feedback, solutions consulting
- Identified new business opportunities through cold calling, networking, marketing and prospective database leads

PARTNERSHIPS & CLIENT SUCCESS 01/2019 to 08/2021 **2020 On-site**, Boston, VA

- Sourced and closed over \$1MM ARR in first year (STAPLES, Delta, Mathworks, Harvard, LogMeIn, City of Boston).
- Developed annual account objectives and formalized client communications with cross-functional teams.
- Researched latest market trends and analyzed data to develop public relations strategies and tactics.

BUSINESS DEVELOPMENT ASSOCIATE 11/2017 to 12/2018 **Reflektive**, San Francisco, CA

- Highest volume of business generated during ramp in Reflektive sales history (400% quota attainment)
- Coordinated innovative strategies to accomplish marketing objectives and boost long-term profitability.

SALES TRAINING MENTEE 05/2017 to 11/2017 **Yelp**, San Francisco, CA

- Achieved 300% of quota by month 3
- Cold called 80+ businesses daily to uncover client's revenue goals & designed customized marketing solutions

MARKETING COORDINATOR INTERN 06/2016 to 04/2017

500 Startups, San Francisco, CA

- Designed roadmap to reach short and medium term growth goals through a clear, multi-channel marketing plan. Built scalable customer engagement mechanisms - social media monitoring and content planning

EVENTS & PARTNERSHIPS INTERN 01/2016 to 05/2016

Band of Angels, San Francisco, CA

- Weekly reporting of marketing effectiveness to measure ROI for various digital channels
Coordinated communication between investor groups for weekly meetings
Worked in partnership with NASDAQ Entrepreneurial Center for sponsorship of Mentor Day
Coordinated pitch meetings between 150 early stage startups and 75 angel investors

RECRUITING COORDINATOR 01/2014 to 01/2015

Microsoft, Redmond, WA

- Designed and implemented overall recruiting strategy for top tier US universities (Harvard, Stanford, Columbia, MIT). Scheduled, screened, and evaluated student candidates for technical roles. Processed and compiled confidential candidate profiles from application to hire.

EDUCATION

HULT International Business School, San Francisco, CA

Master, International Marketing, 2016

University of Washington, Seattle, WA

Bachelor of Arts, Sociology, 2013

AWARDS

- Berkeley Haas Business School - Bridge Case Competition - Finalist 2016 // 2nd Place - Established a custom-tailored B2C model through Instagram that allows buyers/sellers to transact efficiently in Indonesia. Strategically positioned mobile app using consumer insight research of transparency, social trust, and convenience. Reduced transaction process time by 20% through feature prioritization of courier distribution channel.
- PwC Pitch Competition - Finalist March 2016 // 2nd Place - The challenge case competition models real-world business scenarios focusing on the strategic issues currently being faced by companies all over the world. Our team devised an implementation proposal for a shared services facility for a large multi-national corporation solving for procedural efficiency and scalable growth.



LANGUAGES

Korean



Native or Bilingual