

RICKY KIM

646-620-0099 / ricky@monrowemagazine.com / RickyYerSoFine.com / Password: ArtParty
linkedin.com/in/rickkim

Storytelling & Brand Advertising / Creative Visionary / Marketing

Executive leader with a passion for being hands-on and strategically involved in the visual and creative direction of business. Successful brand builder and digital marketing expert; known for image and asset creation. Team manager and mentor; dedicated to recruiting and training high caliber support teams. Visionary and entrepreneur committed to delivering quantifiable results and nurturing long-term relationships.

- Pitch/New Business Development
 - Content Creation
 - Social Media Marketing
 - Brand Voice
 - Thoughtful Manager
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NEW YORK CITY BALLET / CREATIVE DIRECTOR

August 2015 - Present

- Championed creative direction which resulted in 3 years of revenue growth.
- Elevated brand recognition in targeted demographics for record high attendances.
- Created content strategy for the Instagram platform which resulted in over 100k followers in the first 10 months.
- Evolved the internal work environment of a 70-year-old institution while helping to promote digital streamlined assets for brand marketing.

MONROWE MAGAZINE / CREATIVE DIRECTOR, EDITOR-IN-CHIEF

October 2013 - Present

- Pioneered the vision and content for 3 consecutive issues for print and digital media.
- Penetrated the fashion vertical with a 1st-in-class brand, from concept to viable product.
- Generated high-grade celebrity and fashion content consistency for online platform.
- Scaled global business reach nationwide and 15 countries worldwide.
- Launched an agency platform and acquired clients for branded social media content.

VML (YOUNG & RUBICAM) / ASSOCIATE CREATIVE DIRECTOR

February 2015 - July 2015

- Led creative for video and content strategy for social media channels.
- Exceeded responsibilities for digital visual language for beauty clients.
- Increased business development; introduced new projects from client to agency.

FOSSIL / ASSOCIATE CREATIVE DIRECTOR

January 2014 - February 2015

- Streamlined and oversaw entire brand campaign including subsidiary image categories for global launch in: Retail, POS, Print, OOH, Digital, Social Media, Video and E-Comm.
- Increased global sales volume in 8 out of 10 categories for yearly objectives.
- Managed a diverse team (10 direct and 6 indirect reports) of art directors, photographers and copywriters.

RALPH LAUREN / ART DIRECTOR OF PHOTOGRAPHY

March 2011 - November 2013

- Exceeded company goals by increasing E-Comm revenue by 17% (\$380m) in for 2013.
- Built and managed team for the department including 6 direct reports.
- Managed a 2mm photo budget and executed nearly 200 photo shoots a year (on-model, still life).

ADDITIONAL EXPERIENCE

May 2003 - March 2011

LADYGUNN MAGAZINE, Associate Creative Director
RICKY KIM CONSULTING, Consultant & Creative Director (Ogilvy & Mather, 360i, Lipman)
DIGITAS, Art Director
PUBLICIS GROUPE, Art Director

EDUCATION

Northern Arizona University
Bachelor of Fine Arts,
Graduated May 2003

American Intercontinental University
Design + Photography
Attended Fall 2001

ACCOLADES

- Nowness Featured Content, 2016
- Nowness Featured Pick, 2015
- Nowness Featured Content, 2014
- Adobe Website Awards, 2008
- Real Estate Awards, 2004