



Amanda Kim

Global Creative Director

Experience

OGILVY WORLD WIDE

Associate Creative Director
New York, NY
Samsung Global

- Led creative development from concept to delivery for Samsung global (Brand, Galaxy devices, AI appliances).
- Built market specific assets across APAC, EMEA, LAD and North America.
- Managed creatives, copywriters and designers to ensure creative quality and craft
- Developed and managed integrated marketing campaigns across TV, digital, experiential and social, garnering earned media.
- Led weekly creative presentations with global clients to grow relationship as well as manage communication, and expectations amongst internal leadership.

SID LEE

Senior Copywriter + ACD
Los Angeles, CA

Sony global, Pokémon, Courvoisier Cognac, FIS

- Led global creative development for 0-1 product launch for Sony earbuds.
- Developed all creative from concepting to delivery including toolkit for local markets.
- Led weekly creative reviews with global clients to build relationship and meet aggressive deadlines.

CRITICAL MASS

Copywriter
Los Angeles, CA
AT&T

- Concepted and crafted AT&T's first ever chatbot for Facebook
- Wrote headlines and scripts for digital-first campaigns
- Worked with celebrity talent

ADDITIONAL SHOPS

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

Email

theamandaskim@gmail.com

Location

Los Angeles

Profile

Seasoned creative copywriter. Digital-first thinker, well-versed in integrated campaigns across channels on a global scale and tech product launches. Adept at presenting and communicating directly with clients. Passionate about mentoring minority or female creative.

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 + ASIAN-FUSION RECIPES + BOMB SKINCARE + A24 FILMS