

# Doseon (Sean) Kim

Chicago, IL | [doseon@aol.com](mailto:doseon@aol.com) | (224)-415-5748 | [www.linkedin.com/in/sean-kimmy/](http://www.linkedin.com/in/sean-kimmy/)

## EDUCATION:

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**Saint Louis University** - Richard A. Chaifetz School of Business St. Louis, MO  
**Major:** Bachelor of Science in Finance Graduating May 2023  
**Cumulative GPA:** 3.4/4.0 | Dean's List, Spring 2020/2021  
**Relevant Coursework:** Equity Securities and Markets, Fixed Income Securities and Markets, Management Science and Operations Management, Principles of Finance, Legal Environment of Business, Financial Accounting

## WORK EXPERIENCE:

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*KoKiMedia LLC* Chicago, IL  
**Self-Employed Owner** July 2020 - April 2021

- Built a boutique direct-to-consumer paid advertising agency handling 4-5 clients in the eCommerce industry over the duration of this venture.
- Sourced and organized 1000+ potential company leads to systematically send personalized cold emails, with overall campaigns averaging an 18% response rate and 2% booked meeting rate.
- Developed confidence in salesmanship by speaking with company founders, learning how to build rapport, actively listen, identify prospect needs, and handle objections.
- Hired, led, and managed 2-3 contractors for streamlined outreach and ad campaigns to average a 1.5x return across client accounts.
- Consulted how to effectively manage client ad spend and business expenses to maintain profit margins above 50%.

*Saint Louis University Men's Basketball Team* St. Louis, MO  
**Senior Manager** Oct 2019 - Present

- Involved in the behind-the-scenes logistics and operations of a Division 1 basketball program.
- Coordinate alongside 10-12 student managers to facilitate player/coaches' needs and laundry maintenance between daily practices and games.
- Serve as a liaison between coaching staff, arena staff, players, visiting teams, and office administration to ensure all priorities are met.
- Promptly execute day-to-day labor tasks during every practice and game such as setting up/cleaning up equipment, distributing waters/sweat towels, mopping, and rebounding.
- Attaining a sense of individual integrity in addition to team accountability and support.

*Make A Change Advertising, Inc.* Chicago, IL  
**Sales Manager** Oct 2017 - Dec 2021

- Cold called business owners in various industries across 100+ cities in the US to pitch and sell radio advertisements on corresponding stations.
- Persistently attempted 700+ calls per shift, getting in contact with approximately 30 owners, and averaged a 4% closing rate.
- Exercised persuasive strategies to ethically lead prospects to a commitment on the call.
- Assisted in training new callers with pitches and closes by serving as a shadow host.

## ACTIVITIES:

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**SLU Sigma Tau Gamma Fraternity**, Associate, St. Louis, MO Nov 2019 - Present  
**Lane Tech H.S. German Club**, Treasurer, Chicago, IL Nov 2018 - May 2019

## ADDITIONAL:

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**Technical:** MS Office Specialist Certification (Word, Excel, Powerpoint); Proficiency in Google Suite (Docs, Sheets, Slides); Proficiency in Video Production (Adobe Premiere Pro, Davinci Resolve, Photoshop, Sony Vegas Pro)  
**Languages:** English (Native), Korean (Proficient), Spanish (Basic)  
**Interests/Involvement:** Weightlifting, Basketball, Reading, Special Olympics Philanthropy