

DS SHIN

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EDUCATION

Northwestern University | Evanston, IL

Mar 2017

Bachelor of Arts in Radio/TV/Film and Economics | Integrated Marketing Communications Certificate

Cumulative GPA: 3.8/4.0 | Cum Laude | School of Communication, Communication Century Scholar | Dean's List, 6 Quarters

PROFESSIONAL EXPERIENCE

Social Media Video Editor | *Chicago magazine, Tribune Publishing* | Chicago, IL

Apr 2017 - Present

- Manage and Produce all video content for *Chicago magazine's* various digital and social platforms
- Establish *Chicago magazine's* video brand by creating viral social videos and producing popular series
- Provide analytics and benchmarking reports on social /digital metrics, maintaining the engagement growth
- Develop branded content and sponsored content throughout the magazine's multiple social platforms

Honors & Awards

- *National City and Regional Magazine Awards*, 3 awards and 8 nominations
- *Illinois College Press Association Convention 2018*, Session Speaker
- *Dare Mighty Things*, 37 Influential Media People Shaping The Future Of Chicago
- *GMA News TV*, Filipino national news, covered Chicago Magazine's viral Kamayan Feast video with 5.5M views

Videographer | *Chicago Tribune, Tribune Publishing* | Chicago, IL

Apr 2017 - Present

- Produced welcome message for the 25th anniversary theatrical re-release of Rudy that played in theaters nationwide
- Create on-site interview videos with celebrities and visiting artists
- Train digital editors for basic video content creation

Social Media Intern | *World Wrestling Entertainment (WWE)* | Stamford, CT

Jun 2016 - Aug 2016

- Developed and assisted with content strategies for WWE's social media channels with over half a billion followers
- Researched and guided the implementation of new social tools including Instagram Stories and Facebook Live
- Contributed to a 100% increase in video views and 39% increase in social media engagements from prior quarter

CONTENT CREATION EXPERIENCE

Host/Creator | *Ring the Belle* | YouTube Series

Aug 2018 - Present

- Established the largest women's wrestling online community of 5.5M views within a year of its birth
- Had two physical events and monthly live-streamed watch parties with over 150k views
- Created hit interview series with large audience participation, averaging 100k views covered by industry trades
- Developed media relationships with multiple wrestling promotions including All Elite Wrestling on TNT

Director/Creator | *Shot with Soju* | YouTube Series

Dec 2016 - Feb 2019

- Co-created a hit drag queen YouTube show that launched the career of *RuPaul's Drag Race* star, Soju
- Formed content partnership with VH1's *RuPaul's Drag Race*, establishing the brand within the LGBTQ community
- Developed multiple sponsored content with various cosmetics and LGBTQ-affinity brands
- Served as a panel speaker for KCON, annual Korean wave convention with over 800k yearly attendees.

CERTIFICATES

Google Analytics | Google Adwords Video | Google Adwords Fundamentals | YouTube Audience Growth

SKILLS

Expert in Adobe Creative Suite | Microsoft Office | Photography and Cinematography | Social Media | Google Analytics

Proficient in Website Design and Administration | Coding | UI/UX Design | Interactive Media | Color Grading | Sentiment Analysis