

Sean Kim

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EDUCATION

University of Southern California, Marshall School of Business

Degree: Bachelor of Science in Business Administration

Los Angeles, CA

Graduation date: May 2025

GPA: 3.85

Honors: Presidential Scholar, Dean's List

Relevant Coursework: Organizational Behavior and Leadership, Introduction to Financial Accounting, Global Leadership Program

EXPERIENCE

Neogenics

Miami, FL

Founder and CEO

June 2020–Present

E-commerce retail store selling decorative LED lights and wholesale custom logo orders for businesses

- Generated \$16,000 in revenue from in-house built user-friendly website with over 38,000 total online sessions and a customer return rate of 5%
- Negotiated an \$8,000 contract with Bluecore, a New York City-based marketing firm, to manufacture 500 custom pieces to be distributed as part of their marketing strategy
- Lead advertising campaigns using targeted Facebook advertisements and social media brand promoters for over 360,000 reach

LEADERSHIP AND INVOLVEMENT

Ascend: Pan-Asian Leaders (USC Chapter) – Los Angeles, CA

Chair of Membership

April 2022–Present

- Orchestrate membership and social events, planning logistics for internal communications, meetings, and external events
- Formulate and execute recruiting strategy initiatives to represent Ascend's presence on campus and in professional settings

Marshall Entertainment Association – Los Angeles, CA

MEA Pipeline Program Member

March 2022–Present

- Organize, market, and execute organization events and shadow the responsibilities of executive board members

American Heritage High School Pre-Business Society – Plantation, FL

Co-Founder and Co-President

August 2020–May 2021

- Recruited 230 new members by organizing guest speakers, hosting open forums, and partnering with nonprofit organizations on collaborative community service projects
- Directed weekly leadership and entrepreneurship seminars to introduce students to business experiences

Joshua's Heart Foundation – North Miami Beach, FL

Junior Advisory Board Senior Member (JAB)

June 2019–June 2021

- Represented the organization in TV spotlights and meetings with political leaders, including Senators Marco Rubio and Rick Scott, to promote nutritional food assistance programs throughout South Florida and impact over 10,000 local families annually

Awards and Honors

Miami Herald Silver Knight Honorable Mention (Business)

May 2021

- Competed against over 50 nominees from across Broward County based on volunteer service and business achievements
- Was selected based on written essays, a digital portfolio featuring personal skills, and an elevator pitch to a panel of judges comprised of South Florida community leaders and business professionals

President's Volunteer Service Award (Silver)

November 2021

- Earned 175-249 volunteer hours through community service from a certifying organization within a 12-month time period
- Volunteered at the Joshua's Heart Organization's North Miami Beach food pantry several days a week throughout the summer and engaged in youth advocacy during the school year

SKILLS AND INTERESTS

- Technical Skills: Excel and Google Sheets, SEO, email marketing programs, and social media advertisement managing
- Languages: Fluent in English language, proficient in Spanish language, and beginner in Korean language
- Interests: Film/TV production, sports entertainment, music production and distribution, marketing, branding, and e-commerce