

Jiah Lym

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Education

New York University School of Professional Studies

MS in Integrated Marketing. GPA [3.63/4.00]

Relevant Coursework: Database Management & Modeling, Digital Marketing, Finance for Marketing, Statistical Measurement

New York, NY

May 2026

New York University Steinhardt School of Culture, Education, and Human Development

BFA in Studio Art. GPA [3.44/4.00]

New York, NY

Sep 2020 – May 2024

Parsons School of Design

BFA in Fine Arts. GPA [3.68/4.00]

New York, NY

Sep 2019 – May 2020

Experience

Urban Creator

Costa Mesa, CA

Marketing Intern

Aug 2024 – Nov 2024

- Created marketing content for multiple clients using social media platforms, analyzing engagement metrics to measure campaign performance
- Assisted in promotional campaigns for key clients, including Korea Tourism Organization (KTO), Pepero, and BBQ Chicken
- Managed and coordinated the K-Tourism Road Show 2024 in Atlanta, a five-day campaign promoting Korean tourism at Ponce City Market
- Led marketing ideation, event planning, and coordination for the Pepero Campaign in Times Square, also assisting as a translator for ABC7 News coverage

Paris College of Art

Paris, France

Student Fashion Photographer

Jun 2018– Jul 2018

- Participated as a Fashion Photographer for street styles at Paris Fashion Week with instructor Elli Ioannou
- Attended the Viktor & Rolf Autumn 2018-19 fashion show, the Didit Hediprasetyo Autumn 2018-19 fashion show, and the Rami Kadi collection presentation

Leadership & Activities

NYU Steinhardt Senior Thesis Exhibition “Whalefall”

New York, NY

Artist & Collaborator

Sep 2023 – May 2024

- Collaborated with a senior thesis group under the guidance of three faculty members: Johanna Fateman, Priyanka Dasgupta, and Bob Syzantr
- Developed and wrote a senior thesis essay, serving as the foundation for art pieces created during individual critiques and thesis meetings
- Exhibited three artworks: *reminiscent*, *november 19th*, and *september 15th* alongside 11 other BFA students in a show exploring themes of life, symbiosis, and existence
- The interdisciplinary exhibition featured painting, sculpture, video, drawing, and installation, highlighting the relationship between human life, the environment, social structures, and subjective experience

Tech Treks (Tech@NYU)

New York, NY

Tech Treks Member

Oct 2023 – Jan 2024

- Collaborated with team members to develop technical skills in HTML/CSS, JavaScript, Figma, Adobe Illustrator, Photoshop, and Github
- Worked on a team project to design and pitch a new platform called “Essentia” that combines Spotify and Goodreads features, utilizing user algorithms for personalized music and book recommendations
- Led UI/UX design and project coordination, using Figma and Adobe Creative Suite
- Contributed to backend coding and successfully created CSV files for multiple website pages

Skills & Certifications

Technical: Microsoft Office, Adobe Creative Suite, Figma, Content Creation, Social Media Marketing, SEO/SEM

Language: English | Proficient, Korean | Native, Chinese | Limited Working Proficiency

Certifications: Google Ads Display, Google Ads App, Google Ads Video, Google Ads Search

