

JEONGHYUN GRACE KIM

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Education

- 2022–
Progress **University of Maryland, College Park** (College Park, Maryland, USA)
PhD student, Department of Communication
- Research Interests:
Health Communication, Digital health (e.g. mobile health, health information technology, health-related social media use, etc.), Communication Technology (emerging media), and Health equity, Health Disparities, & Social Determinants of Health
- 2016 **Georgetown University** (Washington D.C, USA)
Master of Professional Studies in Journalism (GPA: 3.6/4.0)
- Capstone:
[Comfort Women Sheds New Light on Humanitarian Aids to Sex Trafficking](#)
- 2013 **University of Arizona** (Tucson, AZ, USA)
Bachelor of Art in Communication, East Asia Studies Minor (GPA: 3.3/ 4.0)
- International scholarship student, Honor student
 - 2010, May ~ Sep University of the Philippines, Development Communication (Study Abroad)

Professional Experience

- Mar 2019 **PHILIPS** (Seoul, Korea)
– Aug 2022 **Deputy General Manager (Solution Marketing)** for Health System (Apr 2022 – Aug 2022)
- Led cardiology targeted consulting & marketing strategies and integrated 50+ different Philips cardiology related solutions as a holistic concept of cardiology care based on the end-to-end cardiac patient journey, including: emergency department, outpatient, radiology department, operation, treatment, and intensive care
 - Generated first-of-a-kind digital health trend report and pitch slides to demonstrate the emergence of a new generation of digital technologies such as Metaverse, Digital Twin, and AI to the government, public institutions, and hospitals in order to position Philips' digital health solution as the market leader

Solution Marketing Manager for Health System (Mar 2019 – Mar 2022)

- Managed relationships with over 15 tertiary hospitals to construct digital hospitals (or smart hospitals) and implemented AI solutions based on the facility's mission
- Facilitated 4 hospitals' digital transformation consulting projects and built solid client relationships with hospitals having over 500 beds
- Developed the Ministry of Health and Welfare project of building data platforms and developing clinical decision Support AI algorithms with 8 tertiary level public hospitals, 5 private hospitals, and 4 EMR industries, as well as the engagement of 17 start-ups (Total \$3.7billion over 5 years)
- Collaborated with and provided mentorships to 12 healthcare start-ups through Philips' global program and Ministry of SMEs fund
- Pioneered 11 new digital healthcare solution-focused products such as connected care solution, healthcare data platform and AI solutions to reach relevant markets through strategic and comprehensive marketing plans and made them as marketing best practices

Feb 2017
– April 2019

The World Bank Group (Washington, DC, USA)

Communication Consultant

Sustainable Development VP office (HQ) (Sep 2018 – Apr 2019)

- Coordinated Korea Green Growth Trust Fund's knowledge exchange program through relationships with over 20 government agencies and 4 global practices to promote 132 programs based on their business mission
- Consulted on adopting a localized strategy for various WB programs on infrastructure, climate change, energy for developing countries

IBRD & IFC (Korea office) (Feb 2017 – Aug 2018)

- Leveraged brand visibility to reach internal and external audiences through creative assets such as videos, newsletters and outreach plans
- Developed 3 multimedia stories for internal and public audiences and drafted 5 feature stories and 7 press release regarding key events
- Managed relationships with media contacts across sectors including venture capitals, business trends, and emerging markets

July 2016
–Jan 2017

Greenpeace (East Asia Region)

Digital Contents Campaigner

Engagement

- Led social media strategy to engage a younger digital audience in four Greenpeace's East Asia campaigns: oceans, climate change etc
- Produced 102 digital contents on Instagram, 320 contents on Facebook, 12 contents on YouTube including video, photos and writing
- Managed Google Ads and Analytics, and 140 Facebook Ad posts for 10 different target groups for Ads to capitalize on user engagement

- Encouraged the citizens, exclusively through digital engagement, to contribute to a 2-million-person signature-collecting campaign in 2015, followed by expanding to approximately 11 to 13 million participants in 2016

Oct 2013
–Feb 2014

Korea Herald Business (Las Vegas, NV, USA / Los Angeles, CA, USA)

Reporter

- Reported, in both Korean and English, on business trends in LA and Las Vegas that offers support to Korean business leaders
- Covered news about Korean culture in LA Times supplement, K-Herald, with 50,000 special papers in circulation
- Moderated the panel “*Awareness of Korean liquors brand in international market*” which was attended by over 30 people

Jan 2012
–Nov 2013

Avig Global News Network (Las Vegas, NV, USA)

Reporter

- Published 320 articles on international business trends and culture with the online multimedia platform (video, photos, and writing)
- Covered the international conventions as one of over five thousand of international reporters: IFA, CES attended by 160,000 people
- Covered more than 40 international scale conventions with more than 2 million participants attending in Las Vegas
- Interviewed prominent international business industry experts such as Steve Wozniak, Dirk Koslowski, and Ray Bloom
- Wrote 75 articles online as an English editor during global news media partner program with IFA 2013

Additional Experience

June 2015
– Aug 2015

United Nations (New York, NY, USA)

Department of Public Information / News and Media Intern

- Managed UN Photo, Facebook, Twitter, and Flickr pages and shared daily content to promote UN news resources and services
- Organized the Secretary-General’s public and private speech lists for 8 years including press releases, briefing, official letters and video

Jan 2015
– June 2015

Voice of America, Broadcasting board of governors (Washington D.C, USA)

Reporter/Intern

- Reported international stories for the English web desk, VOA blog and social media sites, which was published in multimedia outlets
- Published 22 articles on international culture and international students' lives in the U.S. to help internationals understand U.S culture
- Contributed articles about environment issues such as the public health impacts of plastic usage
- Covered the dairy preferences which is related to the American culture, history and ideas for VOA blog, All about America to advocate for increasing awareness

Publication

Article & Feature Story:

- IFC Innovation Day—Seizing Opportunities of 4th Industrial Revolution, IFC (International Finance Corporation), 2017
- IFC to Help Korean Startups Expand in Emerging Markets, IFC (International Finance Corporation), 2017
- Comfort Women Sheds New Light on Humanitarian Aids to Sex Trafficking, The Diplomat, 2016, <https://bit.ly/39Y8Sku>
- Pop-Up Parks Take Over Big City Parking Spaces, Voice of America, 2015, <http://bit.ly/1SW1mEB>
- Americans Trying to Wean Themselves Off the Bottle (Water Bottle, that is), Voice of America, 2015
- For Global Trends, Look to Las Vegas: a Central City of International Business, Aving Global News, 2013, <http://bit.ly/1eSwiGf>
- Global Cosmetics Industry accelerates spreading Global Market, Aving Global News, 2013

Visual Media:

- Vietnam Improves Transparency, with Lessons from Korea, The World Bank Group, 2018, <https://bit.ly/39Y8Sku>
- Who loves Korean culture in D.C?, 2015, <https://vimeo.com/channels/801990/113818825>

Invited Talks

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| 2022 | <ul style="list-style-type: none">▪ Invited Speaker 'Medical Digital Twin : Big data & AI based Simulator Platform' KonYang University Hospital, Daejeon, Korea (Aug) |
| 2021 | <ul style="list-style-type: none">▪ Invited Speaker "Big Data Platform collecting vital sign data from end-to-end patient care journey" Korea Society of Medical Informatics Conference, Seoul, Korea (Aug) |
| 2020 | <ul style="list-style-type: none">▪ Invited Speaker "Digital Healthcare Solutions for Smart Hospital 2020" Inha University Hospital, Incheon, Korea (Oct) |
| 2019 | <ul style="list-style-type: none">▪ Invited lecturer 'Women in Leadership' Yonsei University, Seoul, Korea (May)▪ Invited lecturer 'Global Networking & Communication' Korea University, Seoul, Korea (Feb) |

- 2018
 - Invited lecturer ‘Global Communication’ Yonsei University, Korea (Nov)
- 2017
 - Invited lecturer ‘Digital Communication’ Korea Vocational Development Institute, Seoul, Korea (Aug)

Teaching Experience

- Fall 2022 **University of Maryland** (College Park, Maryland, USA)
Instructor of Record
 - COMM 107 – Oral Communication: Principles and Practices (19 students)
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A study of and practice in oral communication, including principles of interviewing, group discussion, listening, informative briefings, and persuasive speeches.
- 2017 Fall **Baekseok University** (CheonAn, Chungcheongnam-do Korea)
Instructor of Record
 - Digital Communication: Principles and Practices (18 students)

Certificate (Non-Degree)

- 2021 **Harvard University** (Cambridge, MA, USA)
Harvard Business School in Digital Health
- 2014 **East China University of Science and Technology** (Shanghai, China)
Chinese Language Program in Intermediate Course

Languages, Skills, and Distinctions

- **Research** Quantitative (R, SQL ,Python) & Qualitative (Interview) data analysis
- **Skills** AP style writing, Microsoft Office, WordPress, Premiere Pro CS6, Drupal, SharePoint
- **Language** English (fluent), Korean (native), Chinese (intermediate)
- **Activities** Salon Nomad Club, Professional Networking Club, Co-Founder March 2016 - 2020
2018 Winter Olympic Game, Protocol team member for Ice Hockey, February 2018
Society of Professional Journalists (SPJ) Communication & Planning Committee September 2014 – 2017
PGA Tour, Social Media committee Intern, Tucson, Arizona, February 2012
EXPO 2012 Yeosu, Organizing committee, Media center interpreter, August 2012
- **Awards** Connected Care Award, Philips APAC, Q2 2021
Contribution Award, Philips Korea, Q1 2021
Smart City Award, Sung Lee, Guro-gu in Seoul, Alderman, 2019
Golden Bulldog Award, Denise Keyes, Georgetown Communication Senior Associate Dean, May 2015
Scholarship Award, Tucson Association Museum (TAM), May 2013
Presidential International Organization Volunteer Service Award, President Barack Obama, Dec 2012