

KAY HWANGBO

Los Angeles, CA 90046 | (323) 228-5733 | kayhwangbo@gmail.com
linkedin.com/in/kay-hwangbo | moxiepr.la | kayhwangbo.com

PUBLIC RELATIONS MANAGER

Possess exceptional PR strategy, editorial, and writing skills. Produce online and print PR campaigns for various nonprofits. Excel at management and design. Regularly use social media sites and blogs to post content.

TECHNICAL & PUBLIC RELATIONS EXPERTISE

PR Strategy | Press Releases | Media Relations | Management | Design | Photography | Research
Marketing | Wix | Mailchimp | Mailchimp Analytics | Instagram | Facebook | Twitter | Website Design

PUBLIC RELATIONS WORK

2014 – Present

Principal

Moxie PR, West Hollywood

- Gained earned media for clients in the L.A. Times, Associated Press, L.A. Daily News, L.A. Weekly, KSBY-TV, KFOX Radio and Korea Times.
- Write social media posts, press releases, flyers, newsletter articles and annual-report stories.

Social Media Specialist (*remote*)

McDowell Mountain Ranch Homes Real Estate News, Scottsdale, AZ

- Wrote and scheduled Facebook posts.

FREELANCE WORK/PROJECTS

2013 – 2016

Public Relations Specialist

Los Angeles City Public Works Department, Los Angeles

- Responded to media inquiries.
- Used crisis communications experience during a massive sewage spill in July 2016.
- Coordinated communications at the office, with PR staff members who were out in the field, during the spill crisis.

Program Coordinator

Korea Daily Education Center, Los Angeles

- Coordinated journalism enrichment-program for 65 high-school students internationally.

Public Relations & Marketing Specialist

St. Vincent de Paul of Los Angeles, Los Angeles

- Edited ad copy.
- Collaborated with graphic designer to design ads.

Communications Volunteer

Koreatown Youth + Community Center, Los Angeles

- Wrote, designed and produced e-blasts.
- Created website content about the child-care center.

Client Relations Specialist

Integrated Asset Management, Century City, CA

- Helped create a strategic public relations plan.

ADDITIONAL WORK/PROJECTS2004 - 2012

Writer

KoreAm Journal, Gardena, CA

- Crafted feature stories and columns about social issues, politics, the arts, lifestyle and Asian American personalities.

Lecturer

Platt College, Alhambra, CA

- Taught college-level English literature and writing courses.

Literary Editor

West Hollywood, CA

- Edited, copyedited and proofread a 375-page published novel, *The Meeting of the Stars*. Also edited a 400-page novel, *The Anchor in the East*.

LANGUAGE SKILLS

Conversational Korean | Spanish: Basic proficiency

EDUCATION

Master of Fine Arts, Film Production. University of Southern California, Los Angeles

Bachelor of Arts, Social Studies. Harvard University, Cambridge, MA