

Josh Kim

Digital Content Creator

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SUMMARY

Proficient photographer, journalist and social media manager with five-plus years of experience working with Canada's biggest sports brands. A passionate creative with a drive for growing original content and brand identities.

EXPERIENCE

Team Photographer, Features Writer

Sept 2021 - Present

Barrie Colts Hockey Club

- Serving as the team's official photographer and content specialist cultivating in-game photos and spearheading the team's content plan
- Initiated a sharp increase in engagement across social media platforms, with 7000+ new followers joining the Colts community on Instagram and Twitter since the 2021-22 season
- Diversifying team's content strategy through a range of feature stories on the team's website, drawing attention from NHL teams, scouts and prominent writers
- Digital content has been featured within the OHL, CHL, NHL.com and The Hockey News

Sports Photographer, Video Features Producer

Sept 2020 – May 2024

Toronto Metropolitan University Athletics

- Documenting many campus-wide sporting events, including team practices, games and initiatives for 15+ varsity sports teams
- Creating a variety of creative content for social media, marketing, and promotional purposes
- Actively directing, writing, and filming feature projects, emphasizing athlete-specific stories and ideas
- Directed and produced original documentary series *Order of Business*, which focuses on the Men's Hockey team and their quest for a national championship
- Garnering consistent growth across social media, with major accounts seeing an approximate 20% increase in social following since joining the department

Digital Content Creator / Media Intern

June 2023 – Aug 2023

Sportsnet

- Collaborating with producers, directors and other production staff regarding intricate media and marketing plans, including campaigns surrounding Sportsnet's basketball, hockey, and media day coverage
- Effectively contributing to Sportsnet's digital content team with live event coverage province-wide within Sportsnet's realm of properties (Canada Basketball, Blue Jays)

- Assisting a plethora of Sportsnet departments on a variety of projects including feature shoots, interviews, game coverage and commercials. Roles included being a production assistant, camera operator, secondary photographer.

Digital & Social Content Producer

Sept 2022 - March 2023

BarDown/The Sports Network (TSN)

- Managing extensive social media accounts across the TSN network, including both the TSN and BarDown pages
- Implementing original content engagement ideas, in addition to planning and executing video productions and original concepts
- Tracking and observing everchanging digital content strategies and social media trends
- Collaborating across the TSN network to amplify specific network-based stories to millions of Canadian consumers

Sportscentre Story Editor

June 2022 - Sept 2022

The Sports Network (TSN)

- Curating specific highlight packages in correlation with notable sporting events to organize programs for trademark show, Sportscentre
- Organizing the addition of specific highlight clips and custom animations, writing scripts for anchors on a wide range of shows
- Operating teleprompter and completing other production-related tasks on daily and weekly editions of Sportscentre

Production Assistant

March 2021 – Sept 2022

Canadian Broadcasting Corporation (CBC)

- Delivering resources and production materials to various staff members throughout the CBC building
- Consulting with countless sport media professionals, including producers, directors, and on-air talents, in order to meet production standards
- Worked on flagship show, Road to the Olympic Games, following the 2020 Tokyo and 2022 Beijing Olympics

EDUCATION

Bachelor of Arts, RTA: Sport Media

2020 - 2024

Toronto Metropolitan University

- Subject Awards in Photography & French, 2020
- Dean's List, 2020-2024
- Inaugural Sportsnet Gender Equity and Diversity Scholarship, 2021
- Alison Gordon Memorial Award in Sport Journalism, 2021
- TARA Award for Best Live Sports Show, 2024