

INJOO KIM

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SUMMARY

Results-driven Project Manager with 12+ years in live-streaming and gaming, leading large-scale platform projects, creator ecosystem growth, and cross-functional product launches. Skilled in end-to-end delivery, workflow automation, and data-driven decision-making, with expertise in integrating emerging technologies such as custom-trained GPT models into innovative applications.

WORK EXPERIENCE

SOOP Co., Ltd. (formerly AfreecaTV) — Livestreaming platform

Seoul, Korea

Creator Manager Lead

2016 – Present

- Revamped homepage algorithm, hashtag taxonomy, and category structure — increased mid-level creator exposure & homepage CTR by 230%.
- Designed monetization programs for creators — drove 75% revenue growth among participants (+42% monthly)
- Managed onboarding of 1,200+ creators — implemented retention programs, growing active creators by 170%.
- Secured 60+ major streamer contracts, strengthening the premium content ecosystem.
- Enhanced streaming services (TTS, membership, tournaments) — increased paid user conversions by 31%.
- Directed high-impact events (G-Star, in-platform competitions) — boosted monthly accumulated viewer by 60%.
- Built KPI dashboards & real-time monitoring tools — enabled data-driven decisions for executives.
- Automated reporting and operations — cut the equivalent of 20 staff days of monthly work to under 1 hour.
- Conducted joint data analysis with Nexon — optimized onboarding funnel, increased user acquisition & retention.

Paranoid Joy, highbrow, Ntreev Soft — Game publisher & developer

Seoul, Korea

Project Manager

2012– 2016

- Directed user engagement strategies via targeted in-game events and optimized advertising campaigns — increased user retention by up to 15% and improved advertising ROI.
- Managed global digital content publishing and secured strategic partnerships in Europe and China, including collaboration with Snail Games — significantly expanded market reach.
- Planned and executed localized seasonal events (e.g., Songkran Festival for Thailand) — achieved a 130% increase in user engagement over previous benchmarks through tailored content and promotional initiatives.

EDUCATION

Harvard University

2025 – 2026

Data Science, Master of Liberal Arts in Extension Studies

University of Illinois Urbana-Champaign

2025 – 2026

Master of Business Administration

National Institute for Lifelong Education

2014 – 2018

Bachelor of Business Administration & Bachelor of Computer Engineering

EXTRACURRICULAR EXPERIENCE

YouTube Creator

2021– 2025

- Produced video content, achieving over 2 million views on a single video and 130k subscribers.

Entrepreneur – App Development & Online Shopping

2021 – Present

- Sole developer— launched horoscope and education applications with GPT-trained models for personalization.