

# VANCE KIM

12944 Pomard Way  
Poway, CA 92064  
(858) 602-9020  
vance.kim@att.net

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M A R K E T I N G   C O M M U N I C A T I O N S

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## PROFILE:

Seasoned branding, advertising and marketing professional with 20+ years of agency and client-side work experience. Skilled program manager specializing in directing advertising agencies, media agencies, vendors, internal contacts and direct reports to produce strategic and high-impact integrated marketing campaigns.

## SUMMARY STRENGTHS:

- Developing Brand Strategy & Creative Briefs
- Media Strategy, Planning & Post-buy Analysis
- Creative Development & Copywriting
- Broadcast Production & Supervision
- Marketing Research & Brand Positioning
- Content Marketing Strategy & Execution
- Agency & Vendor Management
- Digital Marketing & Web Strategy

## EXPERIENCE:

### STAFF MANAGER, PRODUCT MARKETING, QUALCOMM | SAN DIEGO, CA

December 2019 to Present

Primary creative strategist, writer, editor and content producer of Marketing Communications materials supporting the Automotive Business Unit of Qualcomm Technologies, Inc. Includes development and production of most internal, external and customer-facing PowerPoint presentations, product positioning and messaging documents, product videos and demos, website and digital content, creative and content for paid media and owned media campaigns, scripts and keynote videos for events and trade shows, plus scripts and presentations for industry-focused webinars. Act as lead marcom consultant for Automotive BU leadership team, Product Leads and Customer Program Office (CPO) team, and the support regional Automotive BU marketing teams in EU and China with regional-specific marcom materials when & where needed. Also provide overall industry insight and competitive analysis for internal Comms/PR team and their external agency partners.

### STAFF MANAGER, MARKETING, QUALCOMM | SAN DIEGO, CA

April 2017 to December 2019

Responsible for strategy, development and production of B2B and B2C advertising and media campaigns for the Qualcomm Snapdragon Mobile Platform brand, with an emphasis on China, India, Southeast Asia and the US. Worked with Ogilvy (previous agency of record) and Neo (media agency) to launch the Snapdragon 835 processor at CES 2017. Drafted and edited all B2C messaging for the Snapdragon 835, conceived and produced sell-in and product launch videos, and supervised the development of global media plans to support the ongoing rollout and launch of mobile devices powered by Snapdragon 835 worldwide. Drove inclusion of the Snapdragon Brand in a new Qualcomm Corporate campaign developed with McCann (new agency of record) that launched in late 2017. Also responsible for overall Snapdragon Brand Guidelines and creative assets.

### SENIOR AUDIENCE MARKETING MANAGER, MICROSOFT | SAN DIEGO, CA

April 2013 to April 2016

Developed and produced B2B marketing materials to support the sell-in and ranging of Microsoft Lumia smartphones and other mobile devices to AT&T, Verizon, T-Mobile and Sprint in the US, as well as mobile operators in Canada, Latin America, Europe and Asia-Pacific. Drove development of content and design for carrier sell-in presentations, conceiving and production of Lumia product and experience videos, plus planning and build-out of Lumia-specific exhibits and experiences at events such as CES in Las Vegas and Mobile World Congress in Barcelona, Spain. Other responsibilities included:

- Development of early advertising and retail POS concepts to support future device launch
- Lead presenter / spokesperson covering Lumia products, the Lumia portfolio and Microsoft experience demos at customer presentations, industry events and internal training sessions
- Managed internal resources and external agencies & vendors to deliver all B2B marcom materials

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## EXPERIENCE:

### **DIRECTOR OF CORPORATE MARCOM, WEBSense | SAN DIEGO, CA**

July 2012 to April 2013

Managed a team of 5 direct reports providing comprehensive marketing communications materials for leading cybersecurity software brand. Drove the refresh of Websense brand guidelines, updated the company's overall brand identity and oversaw the development and production of strategic marcom materials, including:

- Technical whitepapers and Websense product collateral
- Corporate and product videos, including customer testimonials
- Website content and digital advertising campaigns

### **GLOBAL PRODUCT MARKETING MANAGER, NOKIA | SAN DIEGO, CA**

May 2010 to July 2012

Lead Product Marketing Manager for the Nokia 900, one of the first Nokia flagship smartphones featuring the Windows Phone operating system. Drove all facets of global product marketing for the 900, including early product positioning, consumer messaging, oversight of product collateral and web content, development of product videos and user guides, conducted worldwide pre-launch sales training and evangelism, and coordinated the 900 device launch / announcement at CES 2012.

### **GLOBAL GO-TO-MARKET MARKETING MANAGER, NOKIA | SAN DIEGO, CA**

August 2007 to May 2010

Responsible for development and execution of all B2B and B2C marketing materials and campaigns to support the launch of Nokia CDMA devices worldwide. Annual scope of work included budgeting, strategy, integration with Global Nokia Brand campaigns, agency / vendor management and post-campaign audits and analysis. Managed all aspects of Nokia CDMA product launch marketing, including product photography, customer / carrier sell-in presentations, product launch videos, online product pages, interactive product demos and tutorials, print advertising, out-of-home creative, interactive / online ad units and retail point-of-sale materials.

### **BRAND DIRECTOR, NORTH AGENCY | PORTLAND, OR**

September 2006 to July 2007

For the first 6 months, continued my responsibilities as Director, Marketing Strategy & Planning for SecureHorizons – but as a retained consultant through NORTH. After consultancy period ended, served as Brand Director and Account Lead for the Regence Blue Cross / Blue Shield account, one of the largest HMOs and health care plans in the Pacific Northwest, and managed the agency's Brooks Sports account, a leading brand in the running shoe and athletic apparel industry.

## PREVIOUS EXPERIENCE

Director, Marketing Strategy & Planning | SecureHorizons by UnitedHealthcare

Vice President, Media Marketing | IndyMac Bank

Vice President, Media Advertising | Great Western Bank

Assistant Vice President, Advertising | First Interstate Bank

Marketing Communications Manager | Intel

Brand Marketing Manager | Tektronix

Management Supervisor | CKS Partners Silicon Valley

## EDUCATION:

B.S. Journalism – University of Oregon

## PC SKILLS:

Proficient with MS Office (Word, Excel, PowerPoint, OneNote, Outlook)

## REFERENCES:

Available upon request