

# DANIAL J. KIM

2394 Hickory Point Drive, Ann Arbor, MI 48105

Home: 734-327-2714 Cell: 734-355-4781

<http://www.visualcv.com/DanialKim> [dkim2121@hotmail.com](mailto:dkim2121@hotmail.com)

## EXPERIENCE AND ACHIEVEMENTS

---

- An experienced editor and media executive

Successfully managed magazine writers, editors and freelancers, as well as production, sales and photo departments.

A change leader, introducing interactive media to print publications. Led cross-functional teams to develop award-winning web sites, digital publications, mobile products, and all new media.

Led magazine redesigns, new editorial missions and ethics policies.
- A sales operations leader, responsible for consumer and B2B sales; local, regional and national sales. Successfully managed staff to grow revenue and exceed budget.
- 16 years of executive leadership success

Led people and projects to achieve award-winning results and improve relationships with key constituencies.

Managed multi-million dollar budgets with strategic budget cutting and expansion.
- All of this, plus a J.D. from one of the nation's top law schools.

## PROFESSIONAL EXPERIENCE

---

VICE PRESIDENT AND EDITOR, CREATIVE AND CONTENT  
IMAGE MEDIA

Troy, MI March. 2008 – Present



Creating magazines and new media at this innovative start up. Helping professionals and businesses connect with new clients.

- MEDIA EXPERT

Developing new magazines, fully interactive Web 2.0 site, auction site, podcasts, RSS, forums, private social networks, SEO, SEM.
- LEADERSHIP IN MARKETING

Developing all strategies for the launch of new media platforms and meeting the challenges of bringing a new product to market.

VICE PRESIDENT, MEDIA INTEGRATION  
DETROIT MEDIA PARTNERSHIP

Detroit, MI Dec. 2005 – Dec. 2007



Member of the Executive Committee, responsible for 3 divisions and over 60 staff. In charge of New Media division, new product development and Special Publications Unit.

- MAGAZINE EXPERT

Designed and launched new magazines; managed a group of magazines targeting a variety of audiences.

- NEW MEDIA EXPERT

Successfully developed new web sites, with videocasting, RSS and search engine optimization. Redesigned web sites and introduced mobile sites.

EDITOR AND PUBLISHER  
ABA JOURNAL

Chicago, IL 2000 – 2005



Member of the Senior Management Group leading overall strategy and budget management at the world's largest professional association. Responsible for 3 departments and over 30 staff.

- EXPERIENCED MAGAZINE EDITOR

Managed a group of publications with independent advertising, marketing and editorial content. Set new editorial mission and ethics policy.

- DIGITAL MEDIA INNOVATOR

Created of the award-winning *eReport*, a digital publication, strengthening relationships, and increasing revenue 60% per year.

- EXECUTIVE LEADERSHIP AND STRATEGIC PLANNING EXPERIENCE

Led a collaborative effort to form an alliance with four other national associations. Improved relationships and increased revenue by 200% in targeted categories.

DEPUTY EXECUTIVE DIRECTOR  
STATE BAR OF MICHIGAN

Lansing, MI 1996 – 2000



In charge of publications as the 'Number Two' operating officer for one of the country's largest professional organizations. Managed over 60 staff.

- DIGITAL MEDIA INNOVATOR

Created a first-in-the-country digital publication for lawyers, providing value and increasing revenues.

- LEADERSHIP IN MARKETING AND STRATEGIC COMMUNICATIONS

Established a new marketing department, collaborating across departments to achieve success and growth for numerous initiatives and programs.

---

PUBLISHER AND EDITOR-IN-CHIEF  
MICHIGAN LAWYERS WEEKLY

Lansing, MI 1992 – 1996

Chief executive in charge of this statewide publication for attorneys, managing a multi-million dollar budget. Developed strategic communications plan, including positioning the business in the media and the market, leading to 20% growth.

---

ATTORNEY  
CLARK, KLEIN AND BEAUMONT

Detroit, MI 1990 – 1992

Litigation attorney for one of Michigan's largest law firms (now known as Clark Hill). Worked to develop client relations, case strategy, witnesses preparation, evidence gathering and legal research.

---

SENIOR ACCOUNT EXECUTIVE  
AMERICAN NATIONAL

Los Angeles, CA 1986-1988

Managed client engagement and relations at this public relations firm. Dealt exclusively with corporate clients. Provided communications strategy and advice to a wide range of business clients.

---

ASSOCIATE PRODUCER AND WRITER  
WDIV-TV4

Detroit, MI 1984 –1986



Television producer at this NBC affiliate in the sixth largest television market. Produced on location, in studio and in edit suite.

---

**EDUCATION**

UNIVERSITY OF MICHIGAN LAW SCHOOL

Ann Arbor, MI

Awarded J.D. degree 1990. Graduated *cum laude*. *Michigan Law Review*

UNIVERSITY OF MICHIGAN

Ann Arbor, MI

Awarded Bachelor's degree in Communications in 1984. Graduated *with distinction*.