

Isaac Kim

Senior Copywriter in Brooklyn, NY

Flatbush, to be exact, I've been here for ten years and originally from Orange County, CA.
I'm into jigsaw puzzles and live music.

Portfolio: www.copyisaac.com **Mobile:** (714) 337-2989 **Email:** isaac.hyunsik.kim@gmail.com

In-house: (where I'm feared like Gordon Ramsey in Kitchen Nightmares, just kidding, I'm actually really sweet and kind like Gordon Ramsey in his kids' TikTok videos)

Citizens (2021-Present) NYC

Working on a variety of lending products from retail financing platforms (Citizens Pay), student lending, mortgage, and home equity line of credit (Citizens FastLine)

Blink Fitness (2019) NYC

Wrote promotional emails and consulted marketing partners on copy—essentially advocated for simplicity and plain speak

Boxed (2018) NYC

Enjoyed a plethora of snacks while writing product descriptions, emails, postcards, and blog posts

Mint Mobile (2018) NYC

Collaborated on foxin' emails and foxy social posts while coming up with foxtastic ways to incorporate their mascot—which happens to be a fox

Appear Here (2017 - 2018) NYC

Crafted desirable retail space listings for pop-up storefronts around a variety of NYC locales

Agencies: (where everyone I meet is some variation of Gordon Ramsey and we're all trying to vibe in The Great British Bake Off)

360i (2019) NYC

Revamped a rebrand for William Hill, a sports betting website and retailer

Byte (2018) NYC

Concept-ed social and digital ads for Pret (formerly known as Pret a Manger) and their food rescue

Phear Creative (2017) NYC

Came up with posters, coasters, table tops and other swag for Jameson Irish Whiskey

Ming (2017) NYC

Wrote radio scripts (with a sultry voice in mind) and OOH ads for the The Brickell City Centre in Miami, Florida

Creative Feed (2016) NYC

Did web, digital, podcast and print pieces for QuickStand a sit/stand desk by Humanscale without using the word “ergonomic”

The Vyater Group (2014 - 2016) NYC

Wrote product description copy for a furniture retailer and web copy for a luxury building in Sheepshead Bay, Brooklyn.

Personal Clients: (friends/acquaintances/Gordon Ramnseys I’ve been convinced to do “favors” for)

Cocorau (2019-2020) NYC

Interviewed the owner and crafted the origin story of Cocorau while blogging monthly about her healthy, whimsical, aphrodisiac, organic, and CBD-infused chocolates.

Larry Dvoskin, Huffington Post Guest Writer (2016) NYC

Made sure Larry's writing is neat, handsome, and ready for the Internet prom. Larry is a storyteller, songwriter and teacher in the music industry.

Schooling: (we’ve all been there)

Miami Ad School New York (2013-2015) Brooklyn, NY

Copywriting

Biola University (2007 - 2011) La Mirada, CA

Philosophy

English/Writing