Jiho Sohn

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Web Project Manager

Dedicated to organization, efficiency and communication. Passionate about mindful integration of design and technology.

Self-motivated project manager with over 17 years of web industry experience, including design, back-end development and management. Committed to delivering high-quality work on schedule and within budget.

Highly skilled at understanding a project's intention, making technical assessments and communicating complex ideas in an easy-to-understand format.

An ardent fan of servant leadership, human development, space exploration, prime numbers and the scientific method of problem solving.

Professional Skills

Web: HTML, CSS, PHP, MySQL, SEO

Graphic: Photoshop, Illustrator, Lightroom

Other: Professional Photographer, macOS Tier 1 technician

Recent Experience

The Oxford Club - **Baltimore, Maryland**
Web Project Manager
2016 to 2018 (1 year 11 months)

- Orchestrated a multi-departmental campaign effort—creative, editorial, marketing, retention and The Call Center (TCC)—to launch The Oxford Club's new exclusive member website for over 150,000 subscribers. Spearheaded the site development schedule, content migration strategy for 9,800 plus published materials, enterprise-level deployment strategy, post-launch QA prioritization, bug tracking and staff support/training of the new system.

- Worked closely with the senior staff and department lead to introduce a new method of prioritizing and conceptualizing tasks, projects and campaigns. Reorganized their project management system for more efficient workflow, ultimately leading to a more streamlined protocol. Effective distribution of work flow, increased staff morale and optimized productivity.

- Elevated the quality of the web department's communication and strengthened interdepartmental relationships by regularly engaging with the stakeholder(s) and providing in-depth documentation and overall technical support throughout the course of a project from its conception to post-launch.

- Mentored junior web developers on personal and professional goals. Guided them on dream goals while focusing on incremental successes.

- Staff photographer for private seminars, professional headshots, and everyday life in the office for social media and promotion.

- Created a new photo library system to empower The Oxford Club staff members to view and easily obtain photographs needed for marketing promotion, the website and staff-related events.

Education

Rhode Island School of Design
BFA Ceramics
Rhode Island, U.S. 2001

**Pont-Aven School of
Contemporary Art**
Painting, Art History
Pont-Aven, France 1998

**Mid-Pacific Institute &
School of the Arts**
Hawaii, U.S. 1995

Kyunggi High School
Seoul, South Korea

Language

English: Fluent in speaking and writing
Korean: Fluent in speaking and writing
(and cooking)
Deutsch: Beginner (Level A1)

Favorite Books

Man and His Symbols by Carl Jung
A History of Pi by Petr Beckmann
Zero by Charles Seife
Einstein's Dream by Alan Lightman
Le Petit Prince by Antoine de Saint-Exupéry
Tipping Point by Malcolm Gladwell

Recent Experience

Hidden Canyon Kayak - **Page, Arizona**
Web Project Manager and Social Media Manager
2012 to 2018 (5 years 10 months)

- Art-directed brand's overall visual concept from print material to web presence. Initiated an integrated marketing campaign using Facebook, Instagram and blogging to increase search engine ranking, annual revenue and brand awareness for domestic U.S. and international audience – especially European and Asian markets.

- Implemented a new online reservation system and confirmation protocol for customer retention.

- Worked closely with the owner to create efficient workflow protocols between kayak guides, designers and vendors.

- Meticulously geotagged, photographed and documented each kayak route and prime destination using Google Maps, integrated with Flickr and YouTube for marketing promotion.

- Worked as a kayak guide assistant in the field to understand the business and customer needs in a progressively changing landscape – both geographically and technologically.

North Charles Street Design Organization - **Baltimore, Maryland**
Web Developer
2002 to 2013 (10 years 10 months)

- Worked with WordPress and Drupal for The Campaign for Amherst College, The Hope College Campaign, the Williams College admission site, and recruitment for St. John's College and Barnard College.

- Streamlined web processes by aligning goals for back-end programmer, front-end developer, graphic designers and writers. Managed Quality Assurance process to deliver assets to clients on time. Provided technical support post-launch.

- Developed lead generation admissions marketing program using personalized emails and urls to track student engagement and interest. Email listing ranged from 75,000 to 300,000 contacts. Sites included a custom landing page and dashboard that provided statistical analysis of total visits, page views and conversion rate. Clients included George Washington University Law School, Hampshire College, Illinois Institute of Technology and Olin College.

- Created mini-workshops to teach HTML, WordPress, responsive design and productive use of OS X to print designers, writers, editors and account managers, resulting in increased internal efficiency.

- Created a team to pioneer the company's first internal cloud server and dashboard to view all web projects for each client with ease, which later became a core part of the company.