



Hayden Kim

Experience

BusinessDen | Denver, CO

Dow Jones News Fund Digital Media Intern | Jun 2025 - Aug 2025

- Interned as part of the 2025 Digital Media Dow Jones News Fund cohort
- Produced, filmed and edited multimedia content for news stories and social media
- Created videos to help generate over 15k views on a new YouTube account
- Increased Instagram account reach by 307.7% and increased profile visits by 93.7% with social-first video stories
- Designed and animated assets for video production
- Captured photographs for various news stories

College Counter | Syracuse, NY

Editor-in-Chief and Co-Founder | Feb 2025 - Present

- Manage newsroom and advise reporters on the Counter-Strike Esports Beat
- Edit, write and publish 2-3 stories a week
- Generated 1400 active users, 18,000 page views with a 63% engagement rate in 6 months of operation
- Makes executive decisions on company creative direction

Syracuse University Esports | Syracuse, NY

Content Lead | Sep 2023 - Present

- Plan and produce both long form and short form videos
- Manage team Instagram, Twitter, Discord and YouTube accounts
- Film vlog/documentary content at in-person tournaments
- Lead and teach aspiring content creators
- Develop content strategies to maximize outreach

Federal Reserve Bank of Philadelphia | Philadelphia, PA

Digital Storytelling and Social Media Intern | Jun 2024 - Aug 2024

- Filmed and produced content both in-studio and on-location
- Created and filed multimedia briefs introducing and explaining multimedia projects
- Planned, filmed and edited multimedia projects for external platforms and internal publication
- Collaborated with other departments to plan multimedia projects

Gannett Co., INC. | Rochester, NY

Data Driven Journalism Intern | Jun 2023 - Dec 2023

- Filed FOIL Requests with government agencies including police departments and city governments
- Tagged various police documents into various datasets using Google Sheets
- Collaborated with other journalists to develop data driven investigative stories

Experience cont.

Orange Television Network | Syracuse, NY

Post-Production Associate and Photographer Jan 2023-May 2025

- Former Executive Producer of the "Esports Juice Box"
- Operated production equipment including a Sony A7 Video Camera, lights, tripods, wireless lavalier microphones and shotgun microphones
- Edited video content using Adobe Premiere Pro, After Effects and Audition
- Photograph show guests for social media engagement and behind-the-scenes content

Skills

Digital

- Adobe: Premiere Pro, After Effects, Illustrator, Acrobat, InDesign, XD, Photoshop, Audition, Workfront
- Google Suite
- Audacity
- Windows Office
- Stata
- Bloomberg Terminal

Social

- YouTube, Instagram, Twitter/X, FaceBook, TikTok and LinkedIn
- Experienced public speaker

Hardware

- Sony Cameras, Nikon Cameras, Canon cameras, lights, tripods, wireless lavalier microphones, teleprompter, audio recorders and shotgun microphones

Education

Syracuse University, Whitman School of Management

Master in Business Administration, May 2027

Syracuse University, S.I. Newhouse School of Public Communications

Magazine, News and Digital Journalism B.S., May 2025

Syracuse University, Maxwell School of Citizenship and Public Affairs

Economics B.S., May 2025

Honors Distinction in Economics Program

Renée Crown University Honors Program

Deans List: Fall '22 - Spring '25