

# Solby Lim

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## COMMUNICATIONS & PROJECT MANAGEMENT EXPERIENCE

### Communications Associate Apr 2024 – Present

*Women Cross DMZ New York, NY*

- Develop and execute a communications and engagement strategy designed to increase organizational impact and visibility and relationships with key stakeholders at the intersection of philanthropy, political advocacy, and community-building
- Oversee impactful media campaigns reaching 20,000+ featuring internal research and analysis as well as write relevant communications materials including press releases, media pitches, and thought leadership content

### Public Programming Fellow Sep 2022 – Sep 2024

*Columbia University Oral History Master of Arts Program, New York, NY*

- Developed creative editorial strategy for daily and weekly newsletter campaigns and media content for audiences of 8,000+, including curation of stories on trending industry issues and narrative-focused campaigns
- Lead production of editorial materials and digital marketing promotion targeted towards internal and external stakeholders of the program, including expanding community base across media platforms by 40%

## RESEARCH & WRITING EXPERIENCE

### Media Institute Associate and Intern Sep 2021 – Apr 2022

*GLAAD, New York, NY*

- Conducted product marketing research and design content for corporate brand partnerships and planned editorial strategy for community news site and blog consistent with company culture, initiatives, and values
- Managed research on global accessibility logistics for annual media guide to reporting on LGBTQ+ athletes at the 2022 Beijing Olympics and Paralympics and outreach materials for annual Spirit Day initiative

### Communications Editor and Intern May 2019 – Jul 2022

*Communications Department at Barnard College, New York, NY*

- Managed planning, collaborations, and publication of 150–1500-word articles across 5 digital and print series highlighting diverse narratives, unique stories, and global and local community news
- Oversaw copy and SEO language for 5+ media series on Barnard's website and print community magazine, in addition to managing CMS re-organization and editing metadata content during digital renovation

## EDUCATION

### Master of Arts, Oral History

*Columbia University Graduate School of Arts and Sciences*

GPA: 4.07

### Bachelor of Arts, History and Women's, Gender, and Sexuality Studies

*Barnard College of Columbia University*

GPA: 4.01, Honors: *magna cum laude*, dual-departmental thesis honors, Dean's List

## SKILLS & LANGUAGES

**Technical:** Google Suite, Canva, Drupal CMS, Final Cut Pro, Hindenburg Pro, Infogram, Microsoft Office Suite, Scalar, Social Media Platforms, Squarespace, Wordpress, Youtube Studio

**Languages:** (Fluent) Korean, (Proficient) Mandarin Chinese