

Paul M. Kim

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JOURNALISM EXPERIENCE

- Senior Associate Editor of Insurance** – Business Insider Feb. 2024 - June 2025
- Managed Business Insider’s insurance section, editing all evergreen stories across five verticals: [life insurance](#), [auto insurance](#), [travel insurance](#), [pet insurance](#) and [homeowners insurance](#).
 - Conducted competitor analysis and published SEO-optimized reviews, explainers and best-of guides that regularly earned top search results.
 - Collaborated across multiple teams to update articles with the latest SEO practices.
 - Built and managed a team of reliable and diverse freelance writers.
- Associate Editor of Credit Scores** – Business Insider Nov. 2022 - Feb. 2024
- Edited Business Insider’s credit score vertical, publishing four to five SEO-optimized articles weekly on [credit scores](#), [debt](#) and [identity protection](#).
 - Created reader-first methodologies for [credit-related product guides](#) and [reviews](#).
 - Developed and edited stories on [barriers](#) that create [credit invisibility](#).
- Personal Finance Fellow** – Business Insider Jan. 2022 - July 2022
- Pitched and wrote four articles weekly that explain complex [personal finance concepts](#), reaching over 2 million page views.
 - Developed and wrote a column on various financial crimes, such as [identity theft](#) and [wire fraud](#), which garnered thousands of page views.
- Managing Editor** – Washington Square News Jan. 2018 - May 2021
- Copyedited and fact-checked all articles before publishing online and in digital print editions.
 - Wrote a daily newsletter through Mailchimp that highlighted top stories.
 - Prior Positions: News Writer, Deputy Copy Chief, Deputy Managing Editor, Dining Editor.
- News Reporter** – What Now Atlanta June 2020 - Sept. 2020
- Identified and reported on developments in restaurants, retail and real estate in Atlanta.
 - Wrote four breaking news articles daily in addition to [longer profiles](#) on individual [restaurateurs](#).

ADDITIONAL EXPERIENCE

- Public Relations and Marketing Intern** – Momofuku Jan. 2020- Mar. 2020
- Wrote for Momofuku’s magazine *Peachy Keen*.
 - Assisted with video projects tied to restaurants and retail products.

EDUCATION

- New York University** – New York, NY 2017 - 2021
- Bachelor of Arts in Journalism and Public Policy with a minor in Food Studies.
 - University Honors Scholar: Founders Day Award.

SKILLS & CERTIFICATIONS

- Experienced in Adobe Premiere and Photoshop.
- Experienced with SEO research tools Semrush, Keywordtool.io. and Ahrefs.
- Intermediate at Python (coding language).
- Proficient at picking good fruit.