

# JESSICA JUMEE KIM

Bocconi University  
Department of Marketing  
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## ACADEMIC EMPLOYMENT

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Bocconi University, Assistant Professor of Marketing Sep 2022- Present

## EDUCATION

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University of California, San Diego, Rady School of Management  
Ph.D. in Management (Track: Quantitative Marketing) June 2022

University of Southern California, Annenberg School for Communication  
Master of Communication Management (M.C.M.) May 2011

University of Southern California, Annenberg School for Communication  
B.A. in Communication (magna cum laude) May 2009

## PUBLICATIONS

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1. Proxies for Legal Firearm Prevalence  
(with Kenneth C. Wilbur)  
*Quantitative Marketing and Economics*, 20, 239-273 (2022).

## WORKING PAPERS

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1. The Impact of Loosening Firearm Usage Restrictions on Firearm Sales and Public Health

## WORK IN PROGRESS

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1. Retail Consequences of Adverse Events

## HONORS & AWARDS

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National Collaborative on Gun Violence Research Grant (\$25,000), co-PI: K. Wilbur 2020

AMA-Sheth Foundation Doctoral Consortium Fellow 2020

ISMS Marketing Science Doctoral Consortium Fellow 2019

Pi Kappa Phi Honor Society Member 2011

Communication Management Graduate Research Scholarship 2009

Simmons Endowed Scholarship 2009

Lambda Pi Eta Communication Honor Society Member 2006-2009

Dean's List 2005-2007

Golden Key International Honor Society Member	2005
Alpha Lambda Delta Honor Society Member	2005
Margaret A. Sanders Foundation Intl. School Scholarship	2005

## RESEARCH PRESENTATIONS

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- *The Impact of Loosening Firearm Usage Regulations on Firearm Sales and Public Health*  
Marketing Analytics Symposium Sydney 2022, Virtual, May 2022
- *The Impact of Loosening Firearm Usage Regulations on Firearm Sales and Public Health*  
2<sup>nd</sup> Artificial Intelligence in Management Conference, Virtual, May 2022
- *Comparing Suicide-based and Retail-based Firearm Proxies to Legal Firearm Prevalence in Massachusetts*  
AMA Marketing + Public Policy Conference, Virtual, June 2021
- *Comparing Firearm Proxies to Legal Firearm Prevalence in Massachusetts*  
National Collaborative on Gun Violence Research Grantee Seminar Series, Virtual, Feb 2021
- *Comparing Firearm Proxies to Legal Firearm Prevalence in Massachusetts*  
ISMS Marketing Science Conference, Virtual, June 2020
- *The Impact of Celebrity Endorsements on the Celebrity Brand*  
91<sup>st</sup> Annual Convention of the Western Psychological Association, Los Angeles, CA, Apr 2011

## TEACHING EXPERIENCE

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### *Bocconi University, Italy*

- Principles of E-Marketing and E-Commerce (Undergraduate, Fall 2022)
- Principles of Marketing (Undergraduate, Fall 2022)
- Marketing Analytics (Undergraduate, Fall 2022)

### *Rady School of Management, UCSD*

Head Teaching Assistant (2021-2022), Graduate Teaching Assistant (2016-2022)

- Graduate courses (MBA, Master of Business Analytics)
  - MBA Core Marketing
    - *Prof. Uma Karmarkar (Winter 2019, Winter 2020, Winter 2021)*
    - *Prof. On Amir (Winter 2018)*
    - *Prof. Kenneth C. Wilbur (Winter 2017)*
  - Business Strategy (*Prof. Sally Sadoff, Fall 2020*)
  - Marketing Analytics (*Prof. Kenneth C. Wilbur, Summer 2019*)
  - E-commerce Practicum (*Prof. Kenneth C. Wilbur; Spring 2019, Spring 2020, Spring 2021, Spring 2022*)
  - Business Law (*Prof. Nancy Kim, Fall 2019*)
  - New Product Development (*Prof. Michael Meyer, Fall 2018*)
- Undergraduate courses

- Innovation to Market (*Prof. Jeff Klaas, Fall 2018, Spring 2018*)
- Managing Diverse Teams (*Prof. Michael McKay, Fall 2017*)
- Global Business Strategy (*Prof. Tyagarajan Somasundaram, Spring 2017*)
- Product Marketing & Management (*Prof. Kristine Ehrich, Fall 2016*)

## PROFESSIONAL EXPERIENCE

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### **Vital Findings**, Culver City, CA

*Senior Analyst, Research and Design*

Jun 2014-Jan 2015

- Spearheaded research conceptualizing the future automotive retail model and marketing strategies for major online automotive retailer
- Developed surveys, conducted focus groups and ethnographies, and analyzed large sets of quantitative data

### **Hall & Partners USA**, Los Angeles, CA

*Account Manager*

Oct 2013-May 2014

- Oversaw \$1 million business through 5 quantitative studies tracking brand and advertising effectiveness for Fortune 500 client in automotive
- Conceptualized creative research solutions and developed implementation plans
- Trained 2 analysts within the team

*Senior Account Executive*

Jul 2011-Sep 2013

- Assessed brand positioning and advertising effectiveness for Fortune 500 clients in automotive, entertainment, insurance, telecommunications, and food industry
- Delivered oral presentations distilling key research results to C-level executives

*Account Executive*

Jun 2010-Jun 2011

- Assisted in conducting research guiding brand and marketing strategy and analyzing advertising effectiveness for Fortune 500 clients
- Managed vendor relationships and improved efficiency within research process by managing resources, adopting new research tools and automating creation of reports

*Intern*

Oct 2009-May 2010

- Ensured proper implementation of survey programming, sample collection, and data tabulations for various research projects

### **Blaze Public Relations**, Santa Monica, CA

May 2009-Aug 2009

*Account Coordinator Intern*

- Coordinated grand opening events and radio promotions for major retail client
- Created press releases and outreached to various media outlets on behalf of clients

## SKILLS

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Programming Languages: R, Stata

Document Preparation: LaTeX, R Markdown

Languages: English (Native speaker), Korean (Fluent)

*Last update: August 2022*