



This is a letter of reference for Soo Kim, whom I worked with at Ticketmaster for over a year. In personal experience Soo is a talented and detail-oriented designer, who works hard and closely collaborates to ensure that her designs and work are delivering against project goals and marketing KPIs.

Soo owned design projects across a variety of Ticketmaster social channels, both paid and organic; email and web banners; supporting editorial assets and product infographics, and more.

We also worked with Soo across a variety of animation and motion projects, where she always went above and beyond to ensure that the work was dynamic, unexpected, and creatively distinctive.

I give my utmost recommendation to anybody looking to potentially work with Soo, and sincerely say that she's an asset to any creative team that she joins.

**Nick George**

*Associate Director, Creative Operations*

**ticketmaster**