

Mark Kim

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PROFESSIONAL PROFILE

Proven track record of success as a Marketing Director leading and executing high-impact marketing campaigns across diverse markets, including Korea and globally. Recognized in LG's top talent pool as a "Global Potential Leader" As a data-driven marketing leader with extensive experience in marketing, I have consistently exceeded KPIs across various marketing channels. Key achievements include:

- Campaign Engagement: 40 million views and 500k shares.
- Website Traffic: Generated over 10 million visitors through digital campaigns.
- App Success: Created a number one downloaded app on Google Play.
- PR Impact: Achieved the number one ranking on Naver News 12 times with 9.5 million views.
- Influencer Marketing: Attained 40 million views on YouTube and 8 million views on Facebook.
- SEO Optimization: Increased Share of Voice (SOV) from 13% to 30%.
- GTM Project: Boosted shopper's holding time rate by 140%.

PROFESSIONAL EXPERIENCE

Consltant /Ecommerce

July, 2021~

- Leveraged digital marketing expertise to help brands since 2021. Supported client success by fostering target audience engagement, building brand awareness, and implementing effective digital marketing strategies with the right tools and technologies
- Co-founded an e-commerce company driving key account revenue and profitability
- Demonstrated leadership in managing all facets of e-commerce operations, including product listing, pricing strategies, customized promotion packages, performance marketing implementation, influencer partnerships, and SEO optimization

LG Electronics, Inc

May, 2008~July, 2021

[Europe Headquarter Marketing Director, Marketing Expat in Germany]

- Led marketing strategy and execution for LG MC's successful new product launch across key European markets (Germany, Italy, Spain, Poland, UK, Benelux, FR, Hungary).

- Developed a pan-EU marketing strategy and plan, securing buy-in from key partners like Vodafone and Orange.
- Spearheaded bi-weekly market visits to monitor campaign progress, gather customer feedback, and provide on-site support.
- Oversaw the development and execution of pan-European digital campaigns, generating over 10 million website visitors.
- Secured a content partnership with Disney's Star Wars for the G7 launch, driving brand awareness and engagement.
- Customized and localized BTS celebrity content for successful rollout across 8 EU markets.
- Facilitated an EU marketer workshop to share best practices and marketing toolkits.

[Global marketing director, LGE Mobile Communication]

- Led and drove global holistic campaigns to enhance brand recognition and value, such as "The World of Play," which achieved 40 million views, 500k likes, and 150k shares, and the "YouTube Star" influencer program, recording 65 million views across the USA, Turkey, France, and Brazil.
- Enhanced audience acquisition by 1200% and improved retargeting campaign efficiency by 150%.
- Developed and published the "7-Step Retail and Shopper Marketing Module," a comprehensive training program to elevate retail and shopper marketing effectiveness in emerging markets, awarded the CEO Award in 2009.
- Led successful Go-to-Market execution in Italy, resulting in a dramatic increase in shopper engagement with LG products, with holding time at retail stores growing by 140%.

[Head of digital marketing, LGE Korea MC division]

- Generated widespread media attention through strategic digital and PR campaigns, resulting in over 5500 media articles for new product launches and achieving the number one news ranking 12 times with 9.5 million views.
- Crafted a pre-launch strategy utilizing a series of exclusive interview videos and linked news articles, effectively building anticipation and escalating consumer excitement for new LG products.
- Managed a \$10 million annual budget, overseeing all aspects of digital media planning, buying, and optimization, continuously tracking and analyzing media performance to ensure efficient

budget allocation and media selection.

- Spearheaded SEO strategy, driving significant brand visibility and increasing Share of Voice (SOV) content from 17% to 30% on major Korean portals Naver and Daum.
- Elevated positive word-of-mouth sentiment from 75% to 90% through targeted SEO efforts.
- Managed a network of 40 top IT power bloggers, including 20 LG-specific bloggers, securing consistent weekly content on Naver and Daum blog sections.

Media-com

Senior media supervisor

Seoul, Korea

Feb, 2006 – April, 2008

- Responsible as a main media supervisor for P&G brands, delivered strategic media plan and ROI analysis, and Quarterly media activation programs`
- Conducted ROI modeling with ‘Economiser, Mediacom ROI modeling tool to P&G brands to identify effective areas of investment and optimal marketing mix
- Won the competitive presentation for P&G SKII, top premium skin-care brand in Asia pacific, by proposing holistic communication plan

Grape communications, Initiative Media

Media planner

Seoul, Korea

April, 2001 –Oct, 2005

- Developed, negotiated, implemented, tracked, reported, and optimized all media plans and buys with an annual budget of \$10 billion.
- Assigned clients included AIG Life Insurance, Unilever, BC Card, CJ Entertainment/DreamWorks, Chanel, Audi, and HSBC.

AGB Nielsen

Associate Analyst

Seoul, Korea

Sep, 2000 –Mar, 2001

- Provide Nielsen Adex and TV migration report to TV station and advertising agencies

EDUCATION

University of Wisconsin, Madison

Bachelor of Liberal Art & Science, Communication Arts

December, 1998