

# PORTFOLIO

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MHON LEE LIMUN

# ABOUT

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With over 15 years of professional experience from Customer service, Sales and Marketing. I have accumulated a range of projects that added value to the organizations that I have been with.





# PROJECT: LG OLED TV

## LG Electronics ME

This is a marketing campaign made by the LG sales and marketing department that was adapted by LG HQ in Korea.

I was part of the campaign brainstorming along with three other people.

UAE marketing materials and marketing installations and display was made that helped us boost our sales.

Marketing type: Traditional

Marketing media: Flyers, Installations and displays.

Run time: 2014



# PROJECT: BMB FOODSTUFF EMAIL MARKETING

**Project duration: 2016-2018**

Client Services Manager:

Email Marketing/ Newsletter/ Customer Feedback

**Goal:** Increase Customer Retention and Upsell

Existing Customers

**Achievement:**

Customer insight

Awareness

Engagement

Customer loyalty

Production planning

Complaint reduction

Product development



Healthy product line was derived from a survey in August-September 2016

Production planning and forecasting was improved based on the customer survey.

Sales increased by 45% because of proper stock allocation based on the customer survey



# PROJECT:

## TheKakaoGuy

### Social Media

Project duration: 2018

Influencer partnership campaign for a dessert combo that was later named after Naomi.

Partnered with @naomi\_dsouza, a Dubai-based influencer with 113k followers on Instagram.

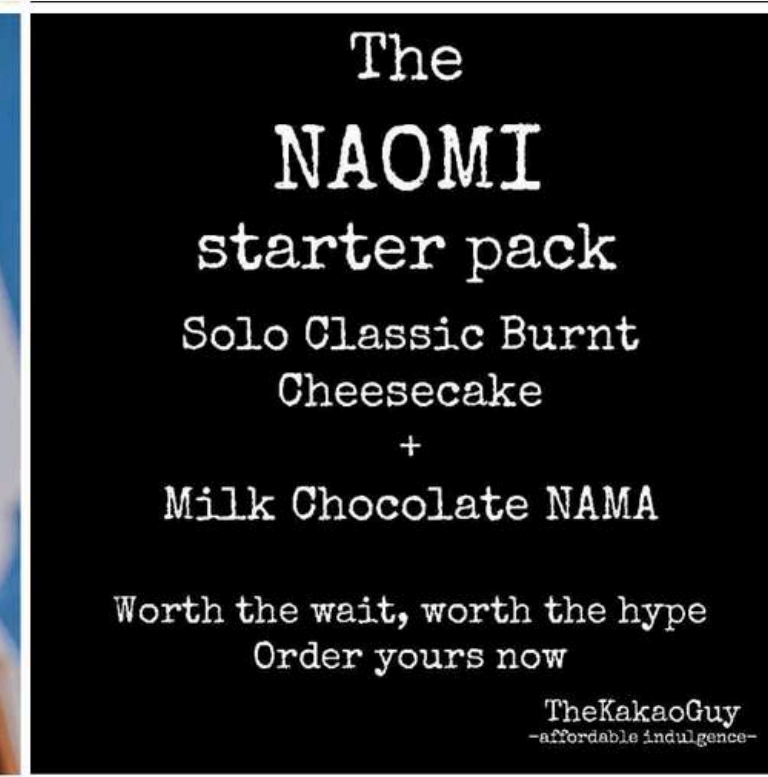
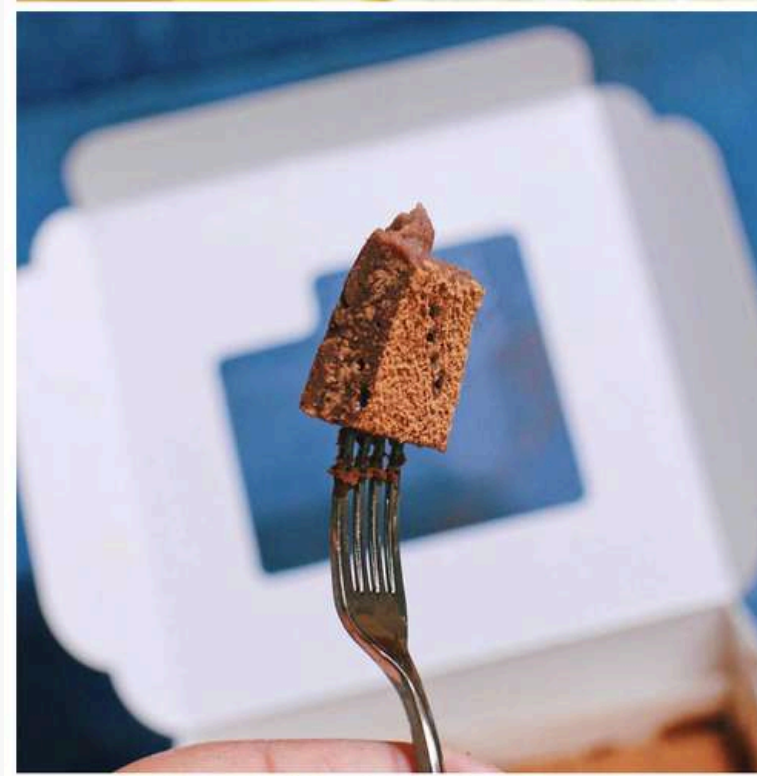
Campaign: Worth the wait, worth the hype.

Results:

Follower increase from 400+ to 3000+

Engagement increase by 300%

Sales: Increase by 400%





# PRODUCT POSTING

## CHANNELS: INSTAGRAM AND FACEBOOK





# Asian Vintage Market



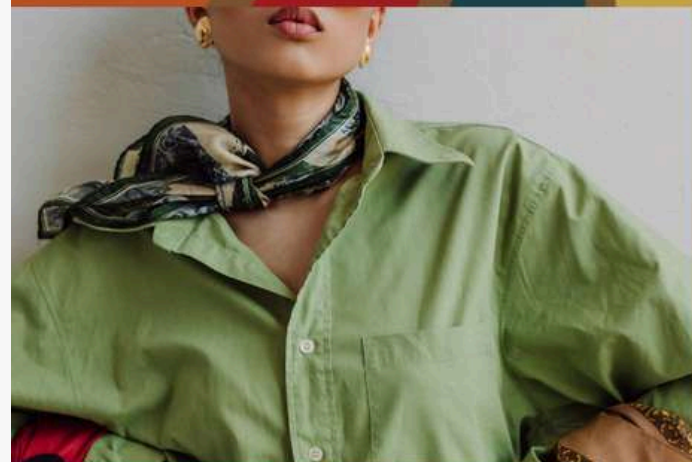
fashion  
and  
chocolates

JUNE 16-18, 2023



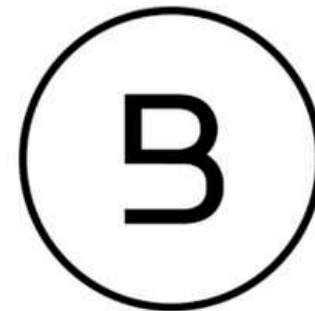
STUDIO  
ONE  
HOTEL

Studio City

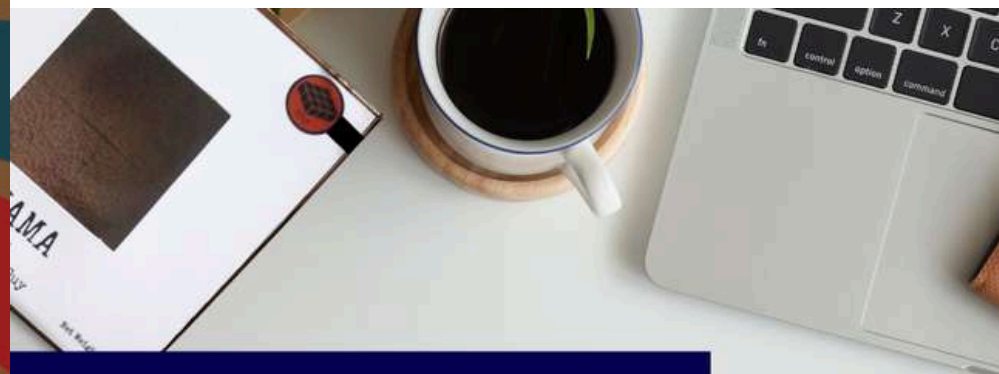


TheKakaoGuy

**BURJUMAN POP-UP**  
**AUG 29-SEPT 3**



StreetFood festival, 3rd flr



**CzarWorkspace**

**TheKakaoGuy**

1st floor CBD Bldg  
Sheik Zayed rd. Al Quoz  
August 9  
11am to 6pm



EVENT  
AWARENESS  
CAMPAIGNS

CHANNELS:  
INSTAGRAM  
FACEBOOK





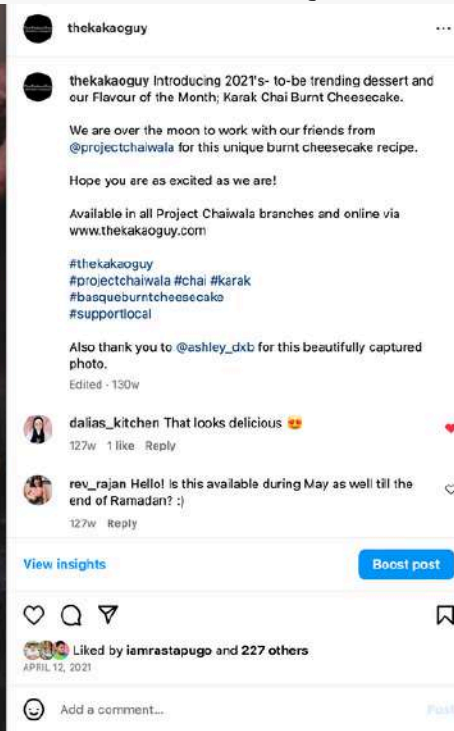
**FOOD  
DELIVERY  
PLATFORM  
AWARENESS  
CAMPAIGN**

**CHANNELS:  
INSTAGRAM  
AND  
FACEBOOK**



# PROJECT:

## TheKakaoGuy X Project Chaiwala



Project duration: April 2019-May 2019

Product collaboration with Project Chaiwala (PCW), a Dubai based Chai shop.

A cheesecake was developed in partnership with PCW.

Marketing Channels:

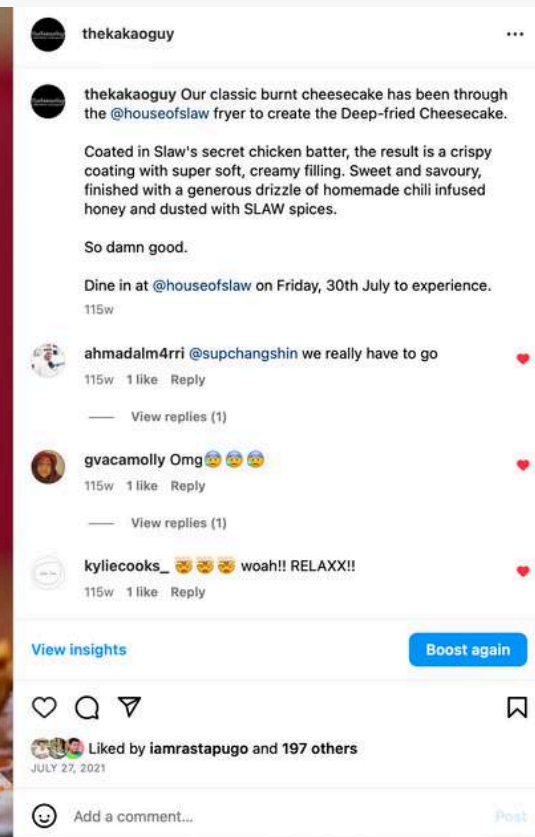
In-store

Social media @projectchaiwala @thekakaoguy

Campaign: Ramadan Flavor of the month

Results: Total cheesecakes sold: 320+

## TheKakaoGuy X SLAW



Campaign duration: July 27-July30

Product collaboration with SLAW, an award-winning Burger shop based in Dubai.

Product collaboration for World Cheesecake day.

Marketing Channels:

In-store

Social media @houseofslaw @thekakaoguy

Online feature: <https://t.ly/zc59->

Campaign: Deep Fried Cheesecake for World Cheesecake day.

Total cheesecakes sold: 87 for a one day event



# THEKAKAOGUY'S BUYER'S PERSONA

BASED ON 25  
CUSTOMERS AND  
THEIR  
PERSONALITIES



## Isabel Mercado

Age: 28

Gender: Female

Occupation: Young executive  
at a start up

Marital Status: Single

Income Level: Upper Medium

Cheesecake Lover, Foodie  
with a sweet tooth

📍 Trade Center, Dubai UAE

### Pain Points

- Limited time because of a busy work-life schedule
- Quality concerns
- Need for convenience

### Solution

- Push ads and awareness targeting Isabel and similar individuals.
- Solve for standard quality that does not fluctuate.
- Delivery service to be managed on Isabel's behalf

### Personality

She is ambitious, sophisticated, and values quality in everything she consumes. She enjoys indulging in gourmet experiences as a way to treat herself after a long week.

### Interests

Isabel is passionate about food and desserts, and she enjoys exploring new culinary trends and upscale dining experiences.

### Social Media Favorites



### Values

She values convenience, but not at the expense of quality. She appreciates products that offer a unique and memorable experience.



# MEDIA EXPOSURE: TheKakaoGuy

## Publication:

Entrepreneur ME: Featured as on of the local based businesses that thrived during the pandemic.  
<https://www.entrepreneur.com/article/381041>

## Cheesecake features:

The National: <https://t.ly/Jj2QY>

TimeOut Dubai: [https://t.ly/\\_cYsD](https://t.ly/_cYsD)

Gulf News: <https://t.ly/pRUTO>

## Podcasts:

Frying Pan adventures: A dubai based duo of foodies who are always in search of the best food around Dubai.

<https://t.ly/CdnOP>

## VLOG:

Nutricook world

Burnt basque cheesecake using an Airfryer

<https://tinyurl.com/nutri-kakaoguy>

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## In Good Taste: Mhon Lee, Founder, The Kakao Guy

As the first local nama chocolate shop in Dubai, The Kakao Guy found its popularity surge amid the COVID-19 crisis in June 2020- and that can be attributed to its launch of two new products during that period.

BY [ABY SAM THOMAS](#) • AUG 24, 2021

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FRYING PAN ADVENTURES

DEEP FRIED

JUN 27, 2021 • S3 E13 • 24 MINS

**Nama Chocolate with The Kakao Guy**  
Deep Fried

Play

We chat with the The Kakao Guy, a Filipino entrepreneur whose locally made, exquisitely creamy nama chocolates have got us completely hooked!

Find The Kakao Guy at <https://thekakaoguy.com> or on Instagram (@thekakaoguy) and Facebook (thekakaoguy).

Chat with us on Instagram (@fryingpanadventures), Facebook or Twitter (@fryingpantours).

[Episode Web Page](#)

Information

Show

Deep Fried

Published

June 27, 2021 at 11:30 PM EDT


Length

24 mins

Season

3

### Get your dose of Matcha at The Kakao Guy



The best Basque Cheesecake meets Matcha, and the result is a super offering you must try. Head to The Kakao Guy and treat yourself to a rich, smooth, and perfectly balanced Matcha Burnt Cheesecake. It's that perfect dose of sweetness you need for the week.

For more of the best Matcha in Dubai, [click here](#)

From Dhs40. [thekakaoguy.com](https://thekakaoguy.com) (055 229 8823).



# TheKakaoGuy

## **SOCIAL MEDIA:**

**<https://instagram.com/thekakaoguy>**

**<https://facebook.com/thekakaoguy>**

## **WEBSITE:**

**<https://www.thekakaoguy.com>**

## **REFERENCES:**

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**THANK YOU**

