

PORTFOLIO

SOO HOON YU

Digital Marketing Strategist | M.Arch
Architecting Data-Driven Creative Ecosystems
Prepared for Meta (Creative X)

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MARKETING ARCHITECT with SYSTEM DNA

Spatial Thinking

M.Arch Background, Circulation Design, Venue Context

The Spatial Strategist

Data Intelligence

Performance Marketing, Analytics Pipeline, Growth Strategy

Digital Innovation

0→1 Launch, Immersive Web, O2O Tech

From Architecting Buildings to Architecting Creative Pipelines

Marketing at Meta scale is not just about campaigns; it is about architecture. With a Master of Architecture and 15+ years of operational experience, I design marketing workflows with the same precision as physical buildings—ensuring data flows seamlessly between Performance Media and Creative Production.

WHO I AM

- Systems Architect: Design creative workflows with structural precision
- Technical Executor: Build 0 → 1 solutions (mobile-first web, interactive microsites, data pipelines)
- Performance Optimizer: Turn data into actionable creative roadmaps

WHAT I BRING TO META CREATIVE X

- Creative Workflow Architecture: Structure complex production systems
- Performance-Creative Translation: Bridge data insights and creative execution
- Cross-Functional Orchestration: Align teams through systematic frameworks

I am ready to build the creative infrastructure for Meta's global campaigns.

SPATIAL STRATEGY

From Physical Circulation to Digital User Flow

I apply architectural circulation principles to digital marketing:

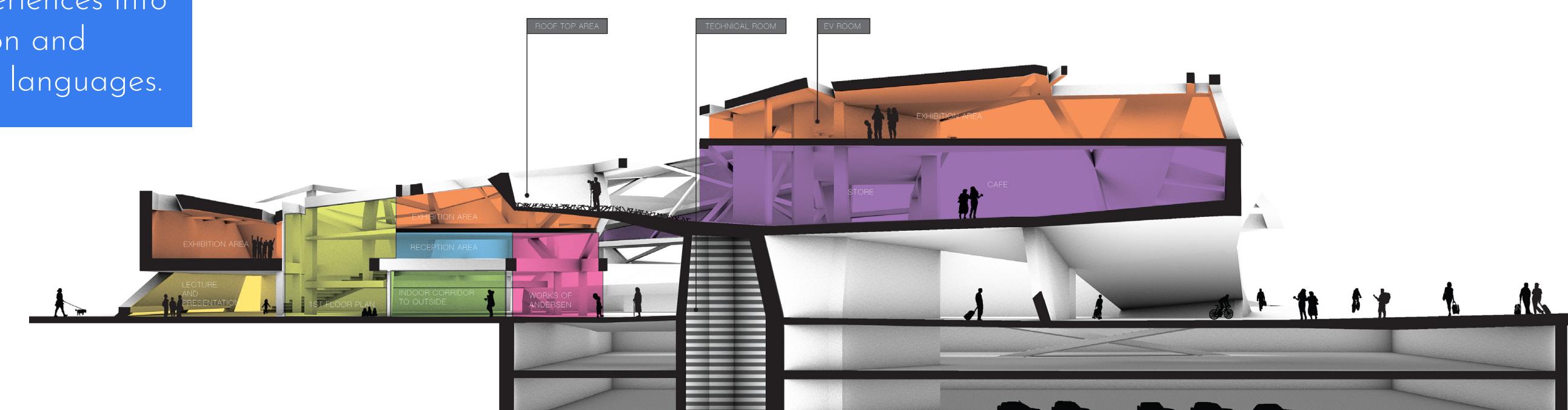
- **Zoning**: Segment users by behavior (Cold/Warm/Hot)
- **Flow**: Design friction-less paths (Discovery → Conversion)
- **Spatial UX**: Treat websites as explorable digital venues



Circulation Analysis Diagram



Floor Plan



Floor Plan

This thinking—refined through M.Arch projects like HOUSE OF FAIRYTALES museum competition—directly translates to Meta’s creative workflow optimization: mapping user journeys, eliminating bottlenecks, and designing intuitive creative production pipelines.

Why This Matters:

Meta's Creative X requires translating complex brand experiences into spatial workflows. I **bridge the gap** between creative vision and technical execution, speaking both design and engineering languages.



Designing Volume & Immersive Experience

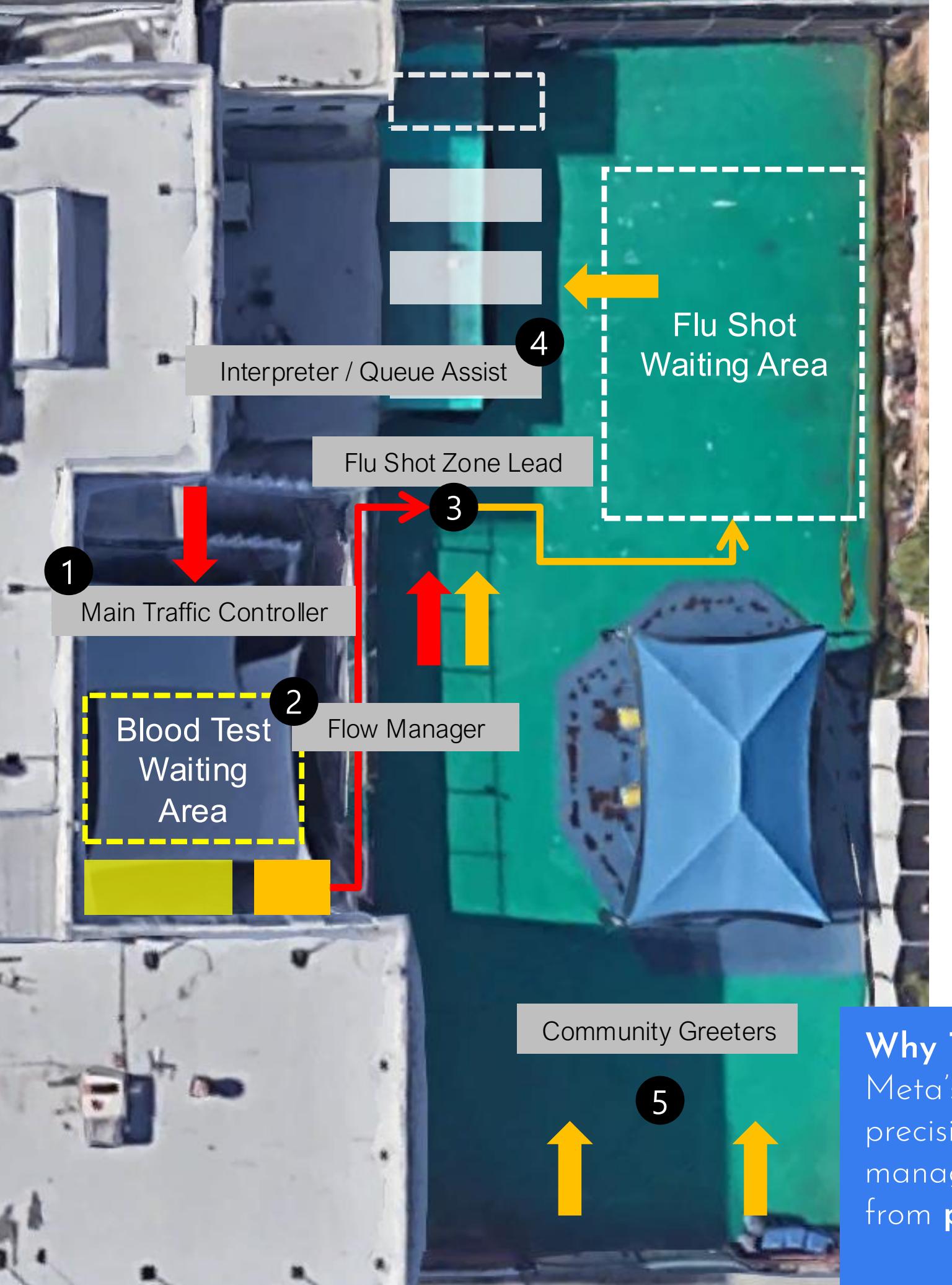
My architectural training in spatial design translates directly to immersive brand experiences:

- **Visualize Systems:** Turn abstract brand strategies into concrete creative frameworks
- **Design Immersion:** Create high-impact creative moments that drive engagement
- **Ensure Consistency:** Align creative vision with execution at scale

Why This Matters:

Meta's campaigns require immersive experiences that captivate users. I understand how to craft environments—digital and physical—that create **memorable brand moments** at scale.

For Meta's Creative X, this means architecting production workflows that maintain brand integrity while enabling rapid iteration—the same precision I applied in spatial design projects now applied to creative operations.



Operational Precision & Multi-Stakeholder Management

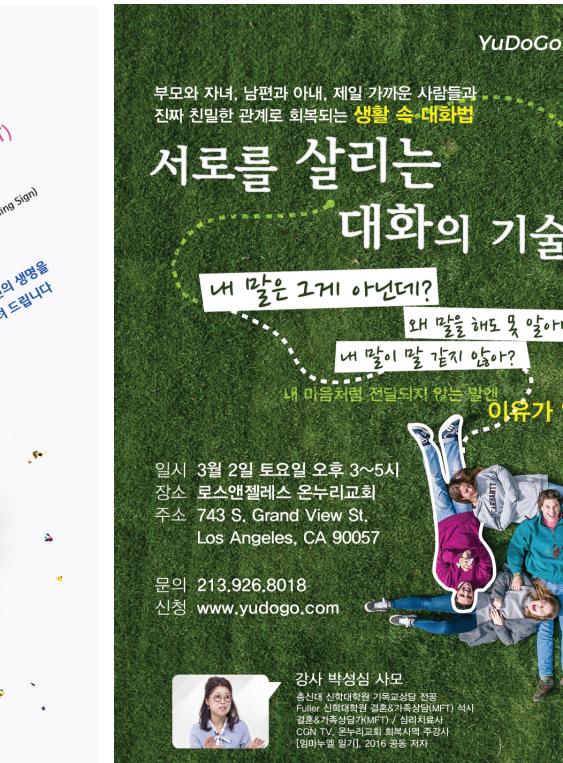
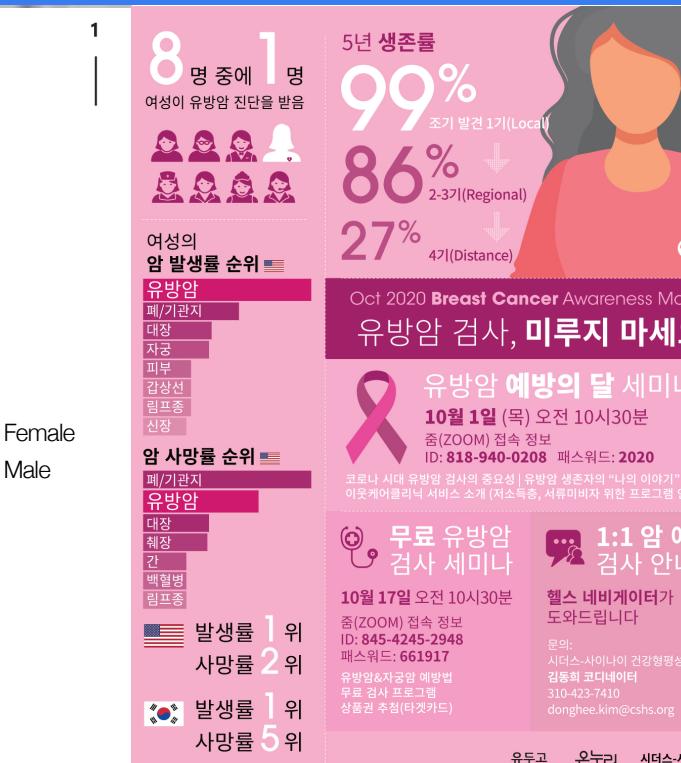
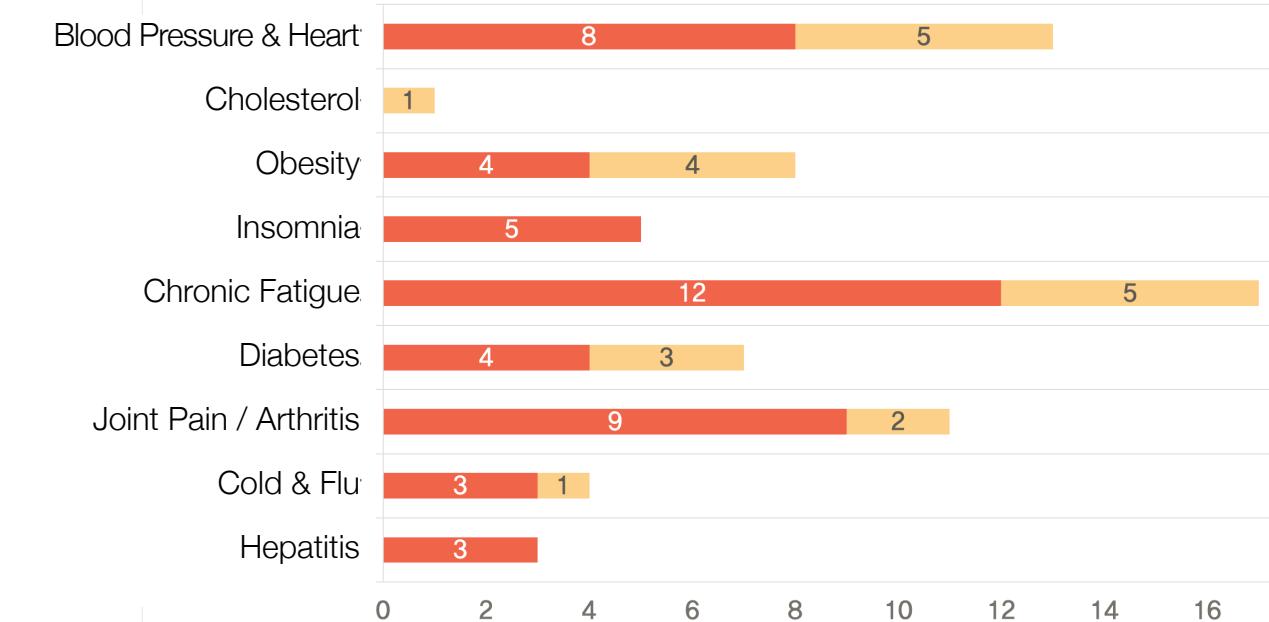
Managing community health events requires handling complex logistics and sensitive interactions. I oversaw the entire participant journey from arrival logistics to service delivery.

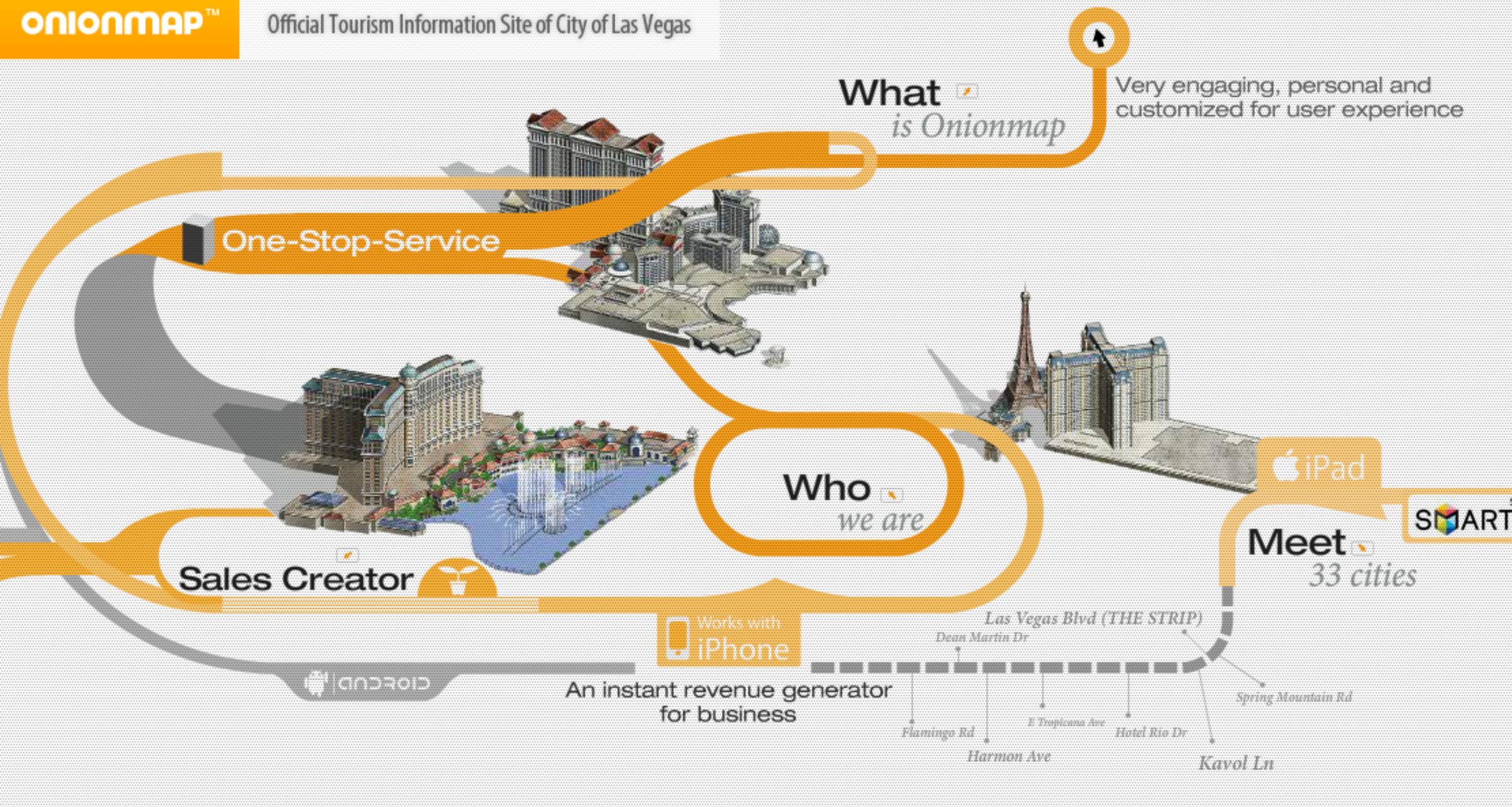
- **Official Partnerships:** Collaborated with Cedars-Sinai Cancer and LA County Public Health to deliver certified medical services.
- **Operational Architecture:** Designed multi-layered plans covering Parking (Logistics), Circulation (Safety), and Station Zoning (Service) to ensure zero incidents.
- **Data-Driven Planning:** Analyzed survey data to optimize staffing and program needs.

Why This Matters:

Meta's global campaigns require operational precision at scale. I demonstrate the ability to manage complex multi-stakeholder projects from **planning through execution**.

Survey Report—Top Health Concerns





IMMERSIVE DIGITAL

Leveraging my architectural background, I served as a **Spatial Consultant** to optimize **isometric map visualizations** for major cities like Las Vegas. I designed the concept UI/navigation for the map system and **fully developed the interactive microsite** (shown here) to demonstrate its immersive capabilities to global users.

- **Spatial Visualization:** Converted complex city data into an intuitive “**Digital Twin**” **interface**, allowing users to peel back layers of information (hence “Onion”).
- **Information Architecture:** Structured vast amounts of venue data (shops, hotels, transits) into a user-friendly visual hierarchy for seamless navigation.
- **Interactive Web Development:** **Fully developed the promotional microsite** (visualized below), implementing the UI/UX design into a functional web experience that showcased the **isometric map service**.

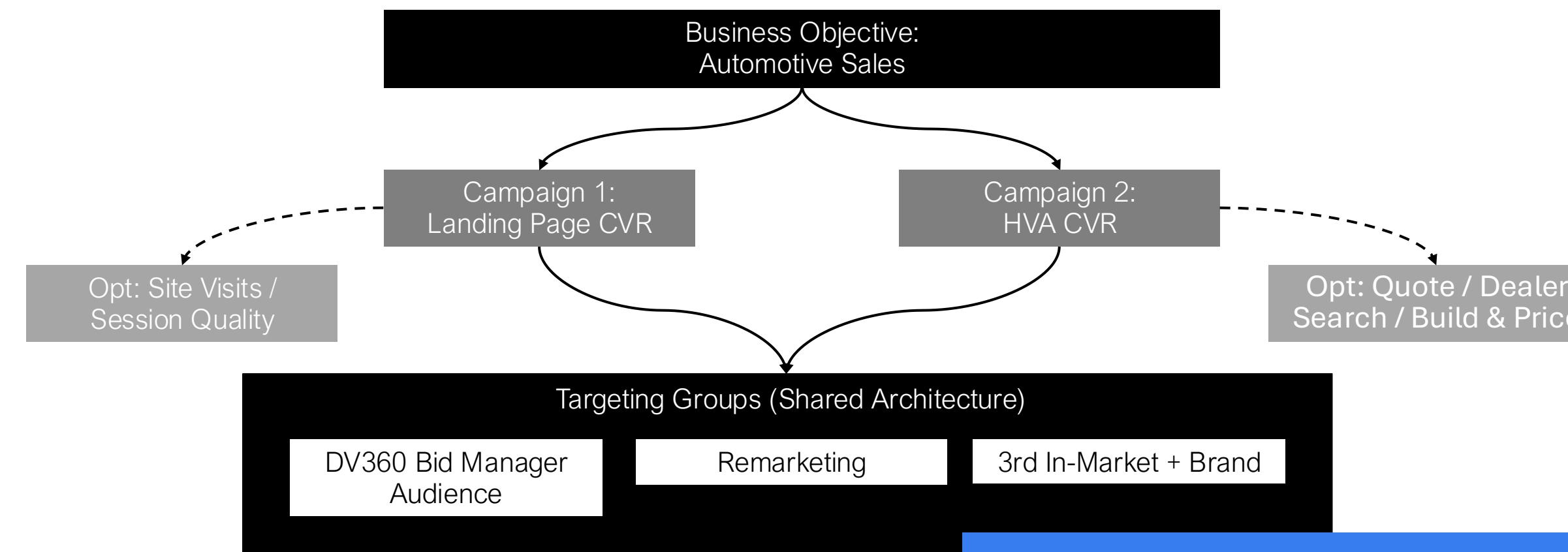
Immersive Isometric Interface (Onionmap: Spatial Navigation Project)

Why This Matters:

I translate physical spaces into digital interfaces. For Meta's experiential campaigns, I build **immersive digital experiences** that drive user engagement **across platforms**.

PERFORMANCE STRATEGY

Structuring Efficiency: The Bid Optimization Protocol



I don't just spend budget; I optimize it. For automotive campaigns, I architected a **"Dual-Track"** playbook that separated browsing traffic from high-intent buyers to maximize ROI.

- **Creative Signal Architecture:** Designed a **Dual-Track system** that isolates high-intent creative signals from exploratory interactions, enabling faster identification of winning creative variants.
- **Creative Iteration Velocity:** Achieved 8x faster creative optimization cycles (3.86% CTR vs. 0.48% baseline) and 92% reduction in wasted creative spend through systematic variant testing.
- **Scalable Creative Testing:** Delivered 158,000+ validated creative interactions while maintaining signal quality—proving the framework scales without diluting creative insights.

Why This Matters:

I treat every marketing dollar as an investment. I bring the rigor of performance marketing and structured campaign architecture to ensure Meta's creative campaigns deliver **measurable ROI and scalable growth**.

DATA & PERFORMANCE

DATA VISUALIZATION

Cross-Functional Decision Engine (Built with Looker Studio & GA4)

Static reports are dead. I build live dashboards that empower teams to make agile decisions based on real-time data integration.

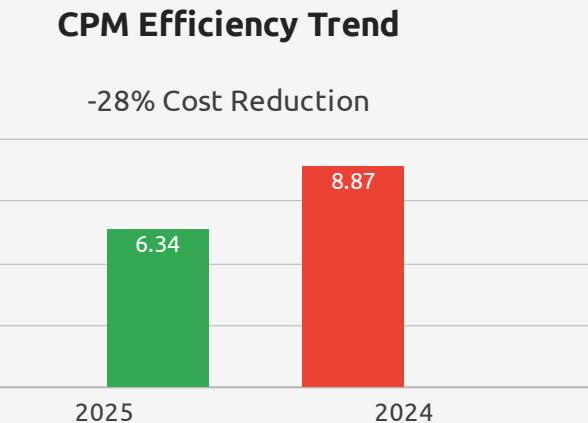
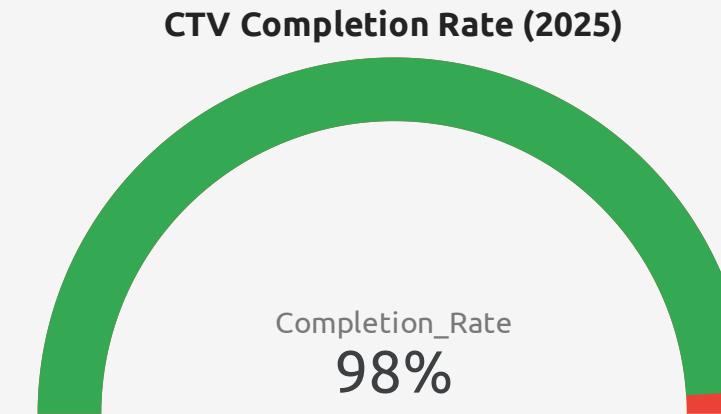
- **Single Source of Truth:** Integrated data from **Google Ads, DV360, Meta, and GA4** into a unified Looker Studio view, eliminating manual data merging.
- **Actionable Insights:** Visualized key metrics (CPA, ROAS, Session Quality) to instantly identify and pause underperforming creatives.
- **Operational Agility:** Reduced reporting time by **90%**, allowing the marketing team to shift budget to winning channels on a daily basis.

Why This Matters:

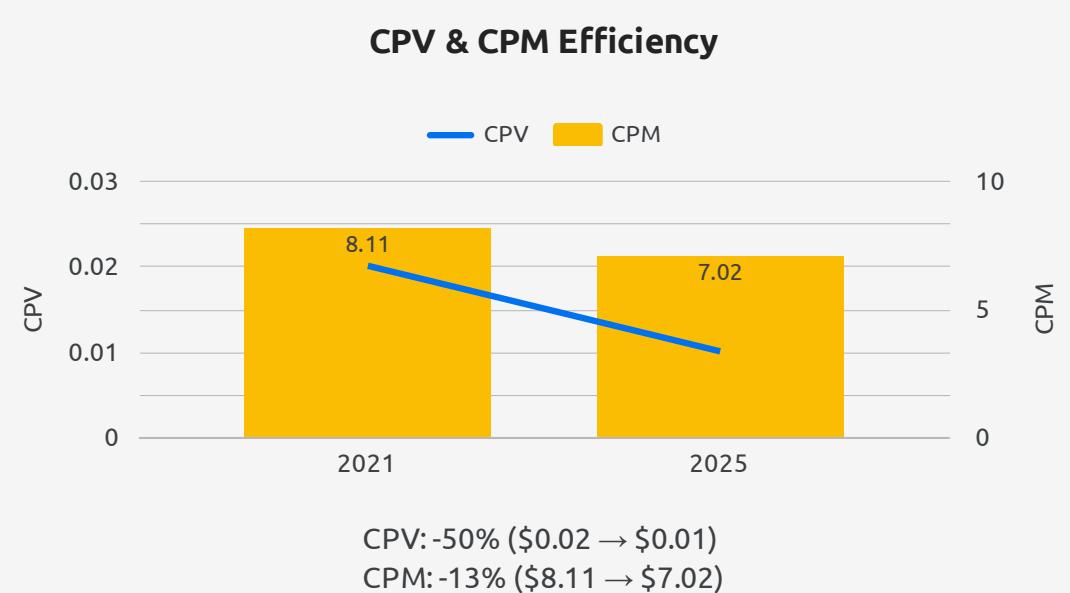
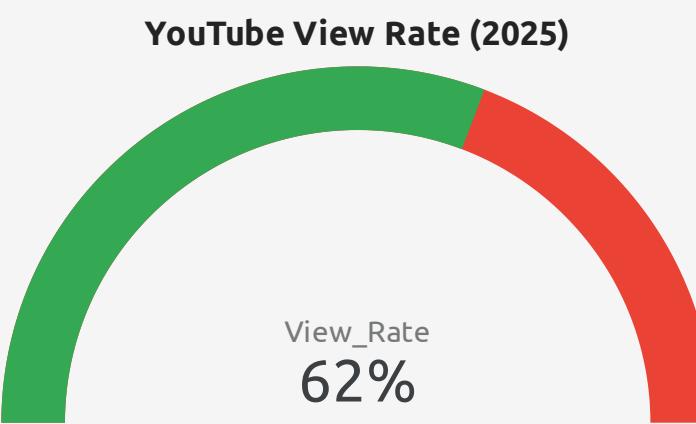
Meta's campaigns move fast. I build data infrastructure that provides real-time visibility into creative performance, enabling rapid **optimization and budget reallocation**.

Video Performance: Engagement & Efficiency

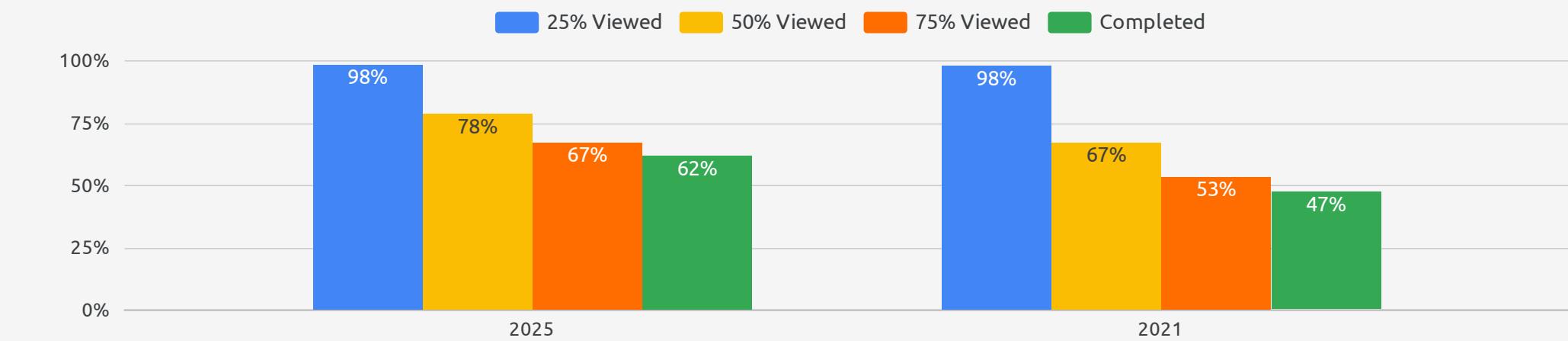
CTV Performance (Engagement & Cost)



YouTube Performance (Quality & Retention)



Video Completion Funnel



Key Insight:

- 2021: 47% completed entire video
- 2025: 62% completed entire video (+14 percentage points)
- Improved targeting → Higher-quality, more engaged viewers

DATA ARCHITECTURE

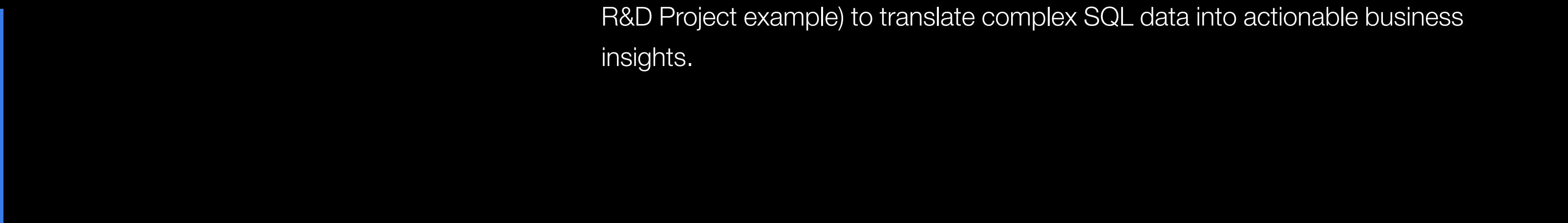
Automated Creative Intelligence Pipeline (Integrating GA4, BigQuery, and Tableau)

Why This Matters:

Meta operates at massive scale. My ability to navigate the full data stack—from tagging (GTM) to querying (SQL) and visualizing (Tableau)—makes me a **bridge between creative teams and data infrastructure**.

I don't rely on a single tool. I architect scalable data environments by integrating best-in-class platforms to handle the full data lifecycle.

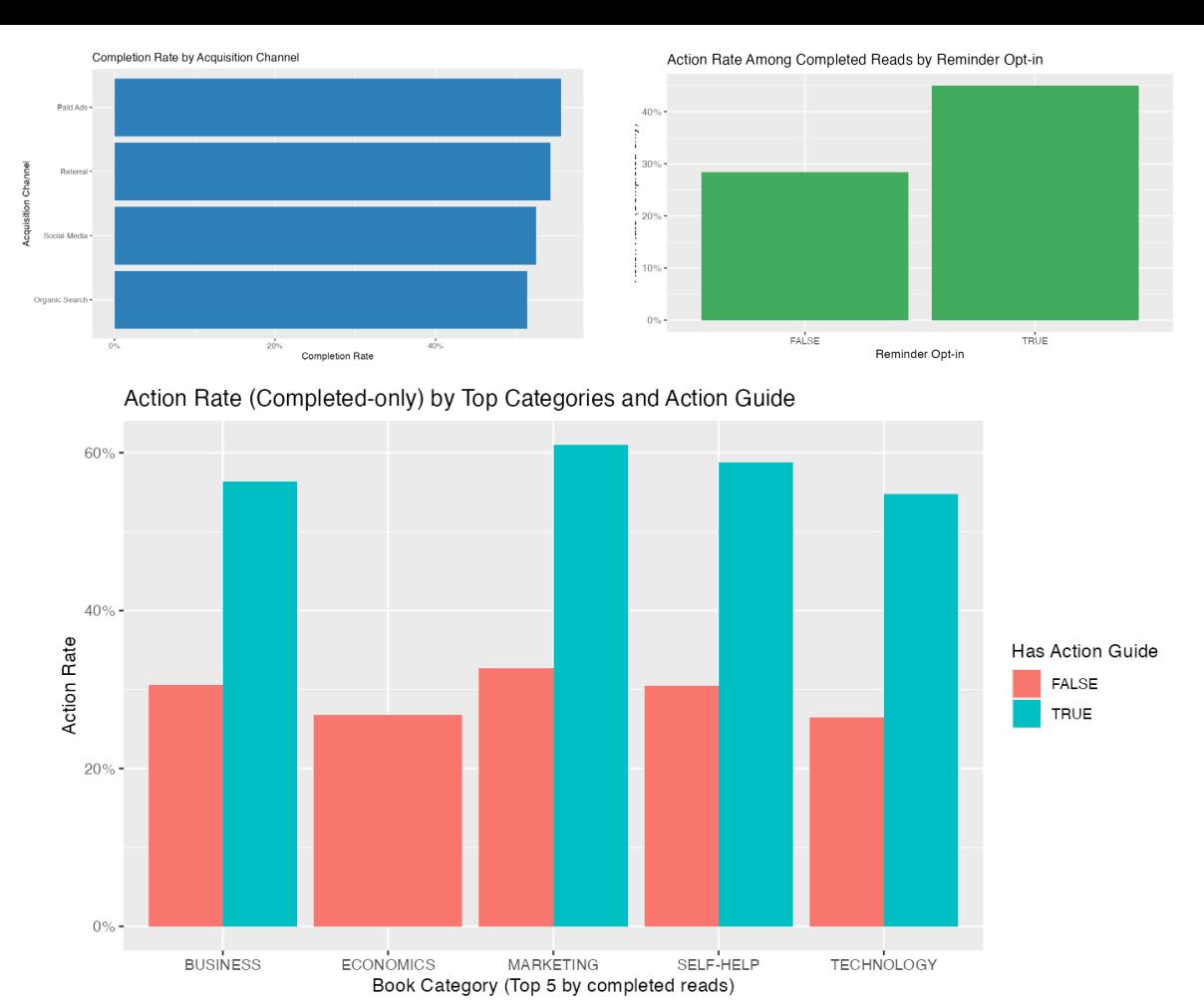
- **Collection (GA4/GTM):** Designed custom event tagging schemas to capture granular user behaviors beyond standard metrics.
- **Processing (BigQuery):** Experienced in exporting raw data to BigQuery and writing **SQL queries** to clean and restructure datasets for deeper analysis.
- **Visualization (Tableau):** Built executive-level dashboards (as shown in the R&D Project example) to translate complex SQL data into actionable business insights.



Event Tracking & Data Collection (GA4/GTM)

Data Warehousing & SQL Processing (BigQuery)

Executive Dashboard & BI (Tableau)



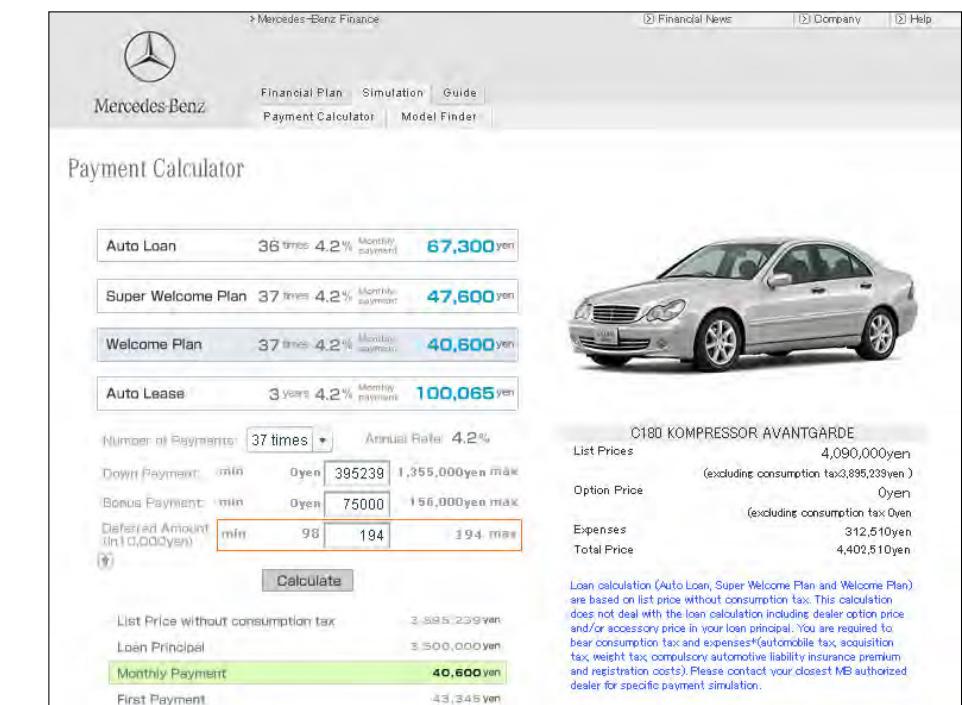
EXECUTION

Full-Stack Engineering: Logic & Logistics (From Financial Engines to Event Ecosystems)

Meta's campaigns require more than static pages; they need dynamic systems. I architect web applications that handle complex business logic and seamless user workflows.

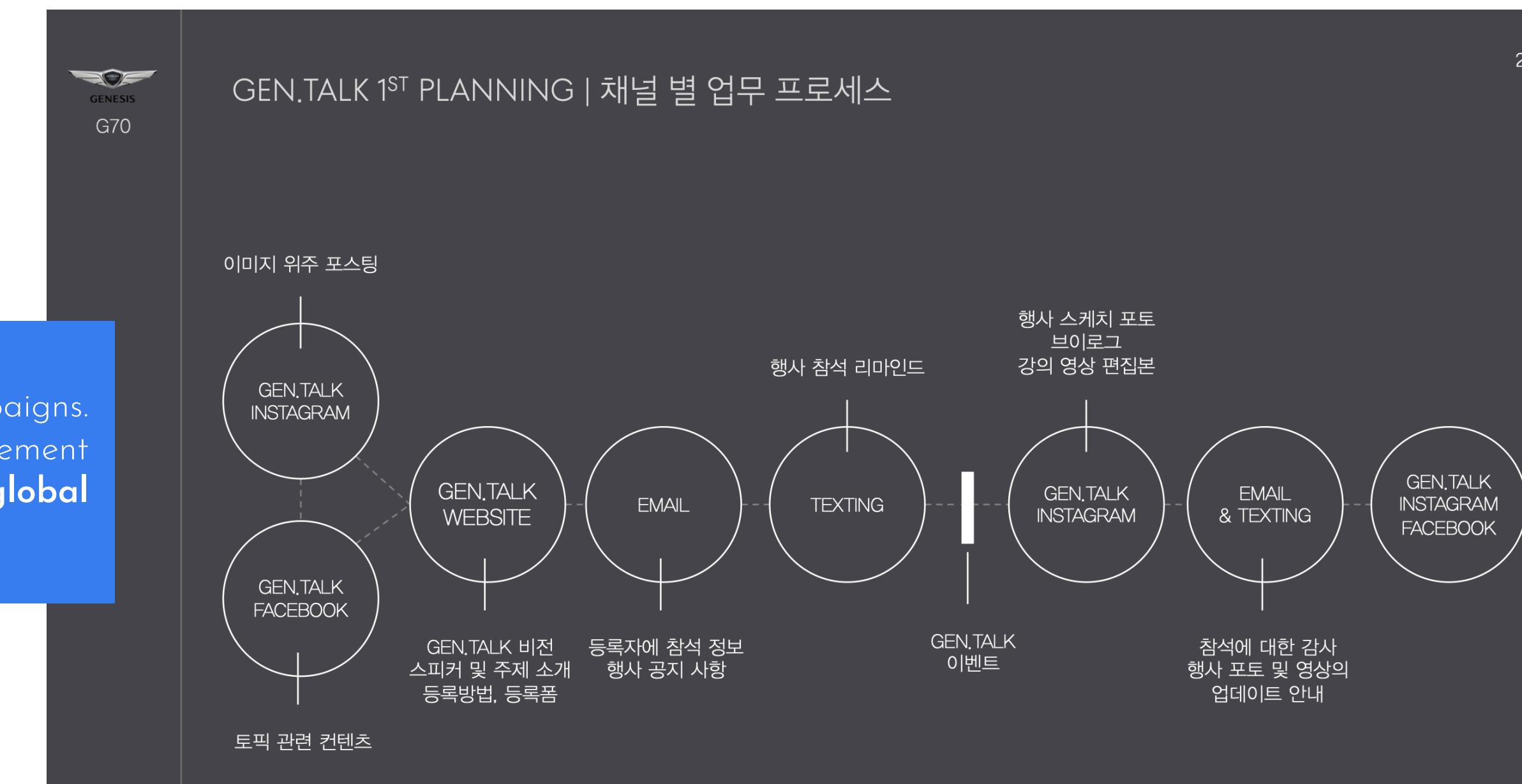
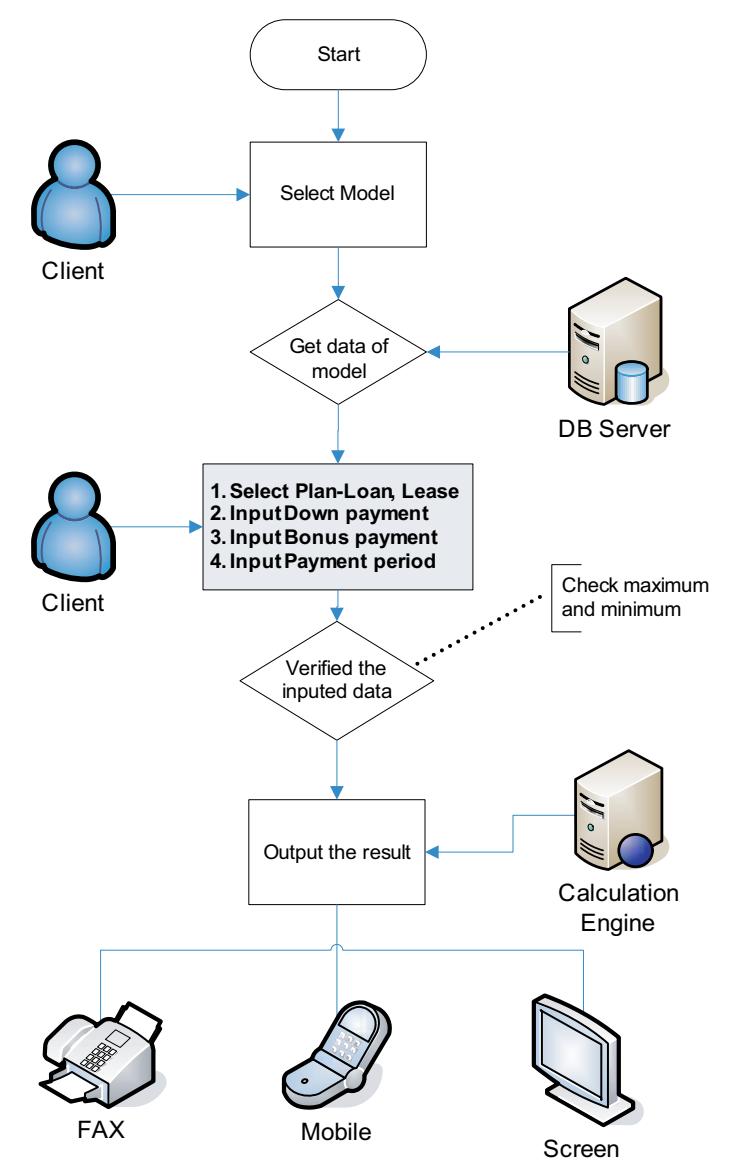
- **Complex Logic (Mercedes-Benz):** Designed the “Finance Simulation Engine” that processed real-time interest rates and payment terms , integrating a web-based UI with legacy backend systems (Server/Fax).
- **Event Logistics (Gen.Talk):** Engineered an “End-to-End Event Workflow” connecting Registration -> Attendance -> Retention across Website, SMS, and Social channels to maximize visitor engagement

Why This Matters:
I build technical systems that power creative campaigns.
From complex workflow logic to event management systems, I deliver solutions that **scale across global operations**.



Multi device concept - Logical flow

We planned for the main module and calculation engine to be applied to the other parts of the program and various media.



Subject: [온누리아카데미] 한글학교 25년 가을학기 등록 안내

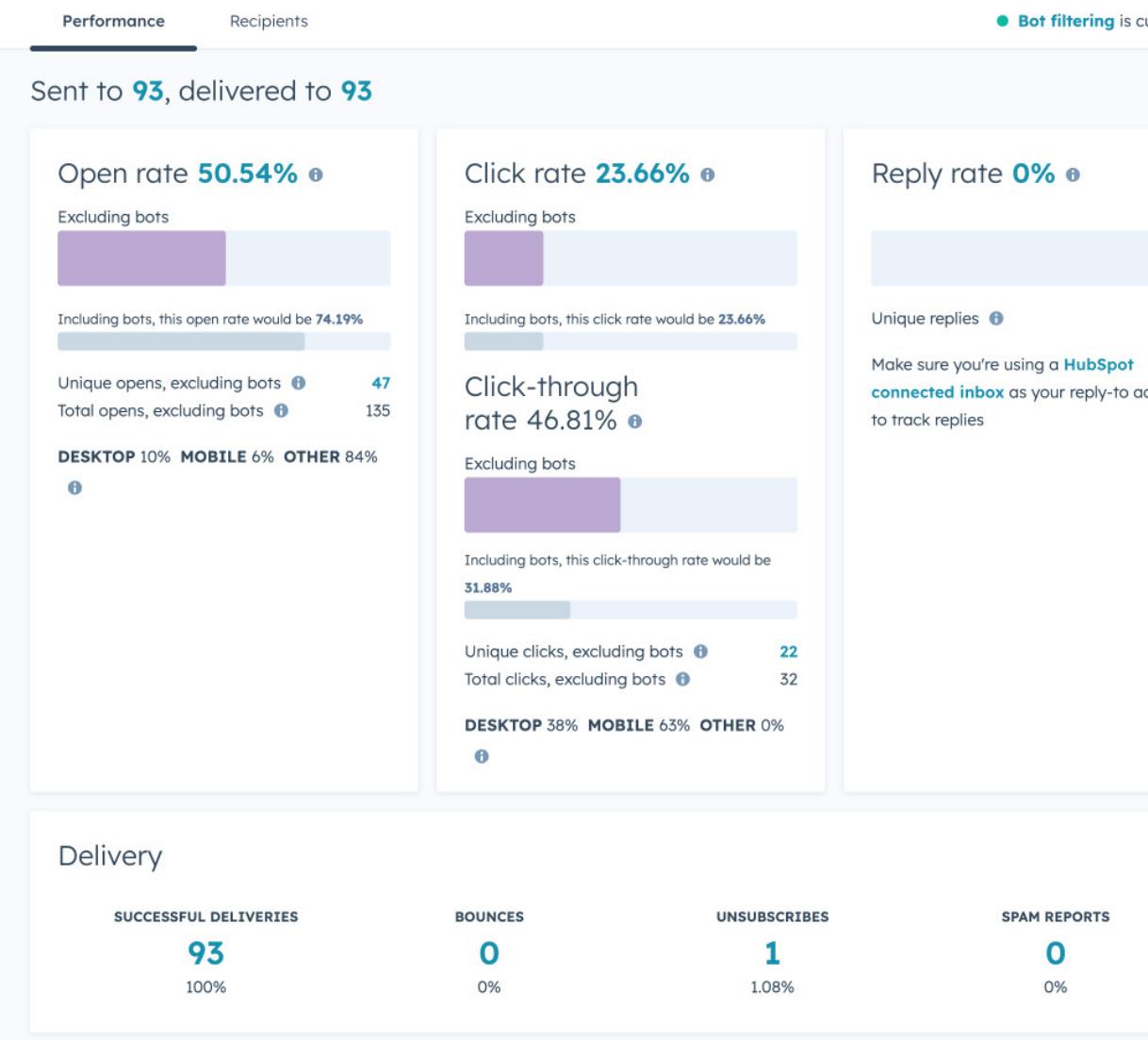
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Top clicked links

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https://app.hubspot.com/signup-hubspot/crm	1

Top engaged contacts

CONTACT	OPENS
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Kyu ha Lee <lkhcap@hotmail.com>	11
우혜진 <hyejinwoo1@gmail.com>	6
이미연 <yeun0709@gmail.com>	6

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FROM 7/28/2025 TO 1/22/2026 FILTERS (1)

EXECUTION

CRM & OPERATIONS

Lifecycle Architecture: Operations & Retention (Adaptive Solutions: From Complex Logistics to Automated Growth)

I architect the optimal tech stack based on business needs. I handle both "**Heavy Operations**" for complex venues and "**Lean Automation**" for growth.

Operational CRM (Cleopatra)

- Challenge:** Managing 2,000+ client schedules across two locations.
- Solution:** Implemented Bitrix24 (shown bottom left) to sync staff calendars and client data in real-time, reducing scheduling errors by digitizing the entire booking workflow.

Automated Retention (Onnuri School):

- Challenge:** Engaging a community with zero marketing budget.
- Solution:** Built a **HubSpot Automation Loop** (shown top) linked to web forms. The result was a **50.5% Open Rate** (Industry Avg: 21%) and **23% Click Rate**, driving consistent weekly attendance.

12:28 AM LA la cleopatra

CALENDARS ADD

Day Week Month Schedule

Fri 12 Sat 13 Sun 14

Why This Matters:
Meta's Creative X requires both operational precision and creative engagement. I have the dual capability to manage complex workflows while optimizing digital performance at scale.

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