

## SOO HOON YU

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## BRAND MEDIA STRATEGIST & PLANNER | PROGRAMMATIC DATA LEAD Programmatic Strategy | Global Partnerships | Marketing Measurement

Performance-driven Media Planner & Strategist with 15+ years in advertising, including **11 years managing \$2.5M+** in multicultural media budgets. Expert in orchestrating full-funnel media mix (DV360, YouTube, Social) and driving **Brand Lift** through data-backed measurement (SQL, GA4). Proven 'Ownership' in executing fiduciary budget controls and optimizing agency performance for maximum ROI.

## PROFESSIONAL EXPERIENCE

**YUS Communications** | Los Angeles, CA **Founder & Principal Strategist** | Jan 2013 – Dec 2025

### Fiduciary Budget Ownership & Crisis Management

- **Crisis Execution:** Successfully executed a record **\$90,572 surplus budget** (4.5x normal spend) during the **Dec 2021 Pandemic Pivot**, ensuring full budget deployment within a single month deadline.
- **Strategic Bidding:** Implemented a "**Bid Walk-Down**" **optimization strategy**, launching with high aggressive bids to secure inventory and systematically lowering CPCs daily to maintain cost efficiency despite volume spikes.
- **Full-Funnel Allocation:** Managed monthly media spend ranging from \$25K to \$90.5K, dynamically reallocating budget across upper-funnel (Video/Display) and lower-funnel (Search) based on daily CPA velocity.

### Programmatic Strategy & Fraud Prevention (DV360)

- **Cost Efficiency:** Achieved **\$0.05 Avg. CPC** (92% below benchmark) by engineering a "**Traffic Validation Protocol**"—manually auditing domains and enforcing strict exclusion lists to eliminate fraudulent inventory in the Open Exchange.
- **Dual-Track Optimization:** Designed a "**Dual-Track**" **campaign framework** separating Soft Conversions (Traffic) from Hard Conversions (Action), driving a **2,044% CTR improvement** (0.18% → 3.86%) over 4 years.
- **Quality Volume:** Delivered **158,000+ validated clicks** through surgical audience targeting, utilizing frequency capping and negative audience lists to prevent budget waste.

## **Stakeholder & Media Partner Collaboration**

- **Client Communication:** Partnered with clients to align paid media KPIs with business goals, translating complex programmatic data into actionable performance reports.
- **Media Partner Coordination:** Collaborated with top-tier DV360 resellers and digital partners in US/KR markets to ensure technical feasibility and seamless campaign execution.

**URI Global | Culver City, CA Interactive Director / Team Lead | Aug 2008 – Oct 2012**

- **Digital Production Leadership:** Led the interactive team supporting **Hyundai Motor America**, spearheading the end-to-end development of immersive digital showrooms and launch microsites (Hyundai, Genesis).
- **Cross-Functional Management:** Managed a multidisciplinary team (developers, designers, copywriters), serving as the primary bridge between creative directors and technical stakeholders to establish production workflows.

## **TECHNICAL PROJECT & R&D INITIATIVE**

**Marketing Data Infrastructure Project | Remote Lead Data Strategist | Nov 2025 – Present** *An independent initiative to build automated marketing visualization pipelines.*

- **Reporting Automation:** Developing automated dashboards using **GA4, SQL, and Looker Studio** to track CAC and LTV, aiming to reduce manual reporting time and enable real-time budget decisions.
- **Data Analysis:** Applying statistical analysis to identify correlations between upper-funnel media exposure and lower-funnel conversions using distinct attribution models.

## **TECHNICAL SKILLS**

- **Paid Media:** Display & Video 360 (DV360), Google Ads (Search/Video), YouTube Ads, Meta Ads.
- **Measurement & Data:** Google Analytics 4 (GA4), GTM, SQL (Standard), **R (Tidyverse), Python (Pandas)**, Looker Studio, Tableau.
- **Web Development:** HTML/CSS, **JavaScript**, WordPress (Tag Implementation).
- **Creative:** Adobe Creative Suite (Photoshop, Illustrator), Figma.

## **CERTIFICATIONS**

- **Google Data Analytics Professional Certificate** (Coursera) – Dec 2025
- **Google Ads Search & Display Certifications** (Google Skillshop) – Jan 2026
- **Google Analytics Certification** (Google Skillshop) – Nov 2025

## **EDUCATION**

- **M.Arch** — SCI-Arc (Los Angeles, CA)
- **B.V.A. Industrial Design** — Chonbuk National University (South Korea)

## LANGUAGES

- English (Professional), Korean (Native), Japanese (Professional; JLPT Level 1)

## EARLY CAREER (Global Automotive Experience)

- **ZBASS, Inc.** (Tokyo | 2003–2006): **Project Manager & Developer.** Developed a real-time **Sales Quotation System for Daimler-Chrysler**, enabling instant lease/loan calculation logic for dealer networks. (Pre-smartphone mobile optimization).
- **HAWAMODU, Inc.** (Seoul | 1999–2002): **Digital Strategist.** Pioneered **0→1 Digital Launches** for Hyundai Motor, executing end-to-end interactive campaigns for new model releases.

## COMMUNITY LEADERSHIP

- **LA Onnuri Church** (Los Angeles | 2025–Present): **Operations Manager.** Managing church promotion strategies, registration systems, and operational logistics for community programs.