

# Project #1:

# WeWork

# WeWork Performance Marketing

## Objective / Accomplishments

Increase WeWork's digital presence in Korea and increase total desk sales contribution from digital platforms

Led digital journey of users through display ads, search ads and SEO ( Naver, Kakao, Meta, Google, Linkedin and etc)

→ Increased digital marketing contribution on total desk sales from 28% to 50% (in 12 month)

<IG Story Ads>



<Space to [ ] Video Campaign>



<Meta Ads>



<Influencers>



# WeWork Creator Awards

## WeWork Creator Awards?

A global initiative to recognize and reward the creators of the world

Starting from Mar 2017, Creator Awards were held in various cities including Washington D.C., Detroit, Austin, London, Berlin, Tel Aviv, New York, Mexico City, Nashville, Shanghai, San Francisco, Sao Paulo, Jerusalem, and more.

## Objective / Mission

Devise a digital Strategy to gather 1,000+ creators & 3,000+ event attendance for WeWork Creator Awards Seoul

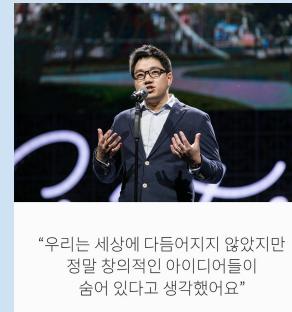
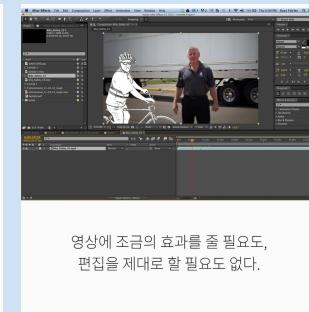
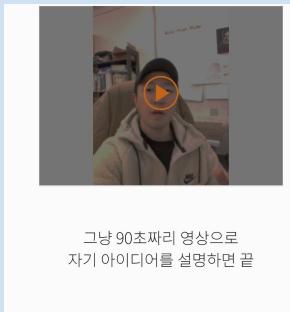
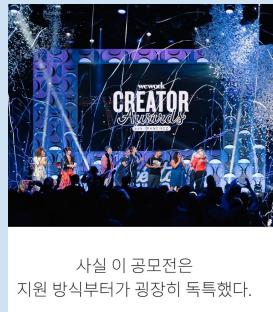
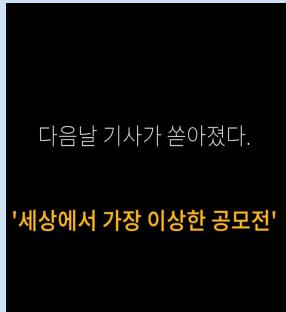


# WeWork Creator Awards

## Partnerships with vertical channels

‘EO’, ‘Naver Jobs’, ‘대학내일’, ‘열정에 기름붓기’ to reach target audience

WeWork x 열정에 기름붓기 - [link](#)



6,000+ Likes

1,500+ Comments

1,500+ Shares

\*Across all platforms

WeWork x eo - [link](#)



30K+ Views

181 Likes

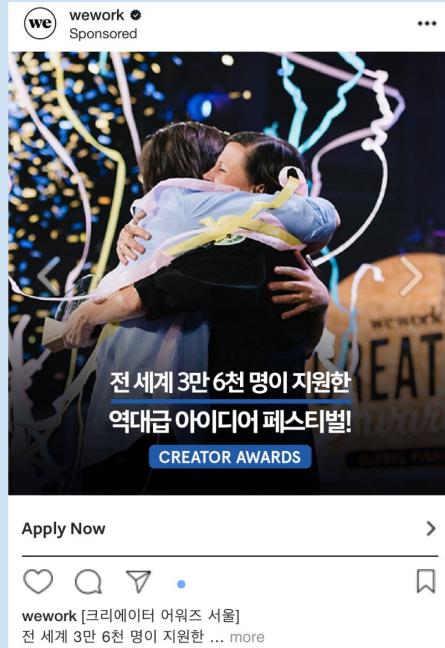
29 Comments

# WeWork Creator Awards

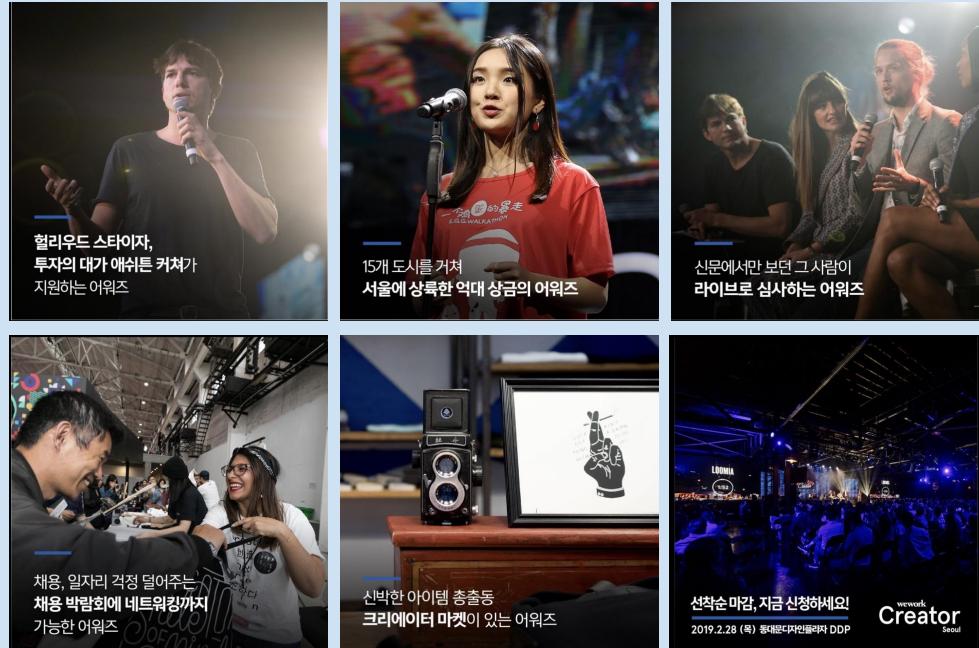
## Paid / Organic Socials

Through platforms such as Meta, Naver Blog, Naver Jobs, GDN and etc

<IG Story Ads>



<Organic Social>



# WeWork Creator Awards



Number of Participants

**1,200+**

Attendance

**4,000+**

Social Engagement

**5,500+ Likes**

**1,500+ Shares**

**1,500+ Comments**

# Project #2:

## LINE

# LINE - ‘AI Profile Studio’ Global launch

## Objective / Mission

Successfully launched and growing as a robust cash flow service for LINE in JP, TW, TH, KR, ID markets

## Growth Campaigns

Co-marketing with Yahoo, PR LINE internal ads, KOL's

## Results

Achieved 400K+ paid users

Selected as the second most notable service in LINE Taiwan 2023

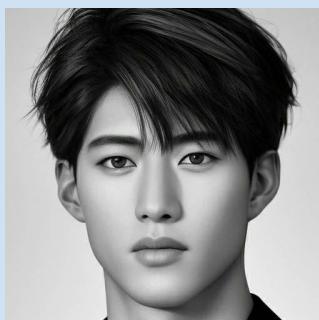
<AI Portrait>



<AI Selfie>



<AI Christmas>

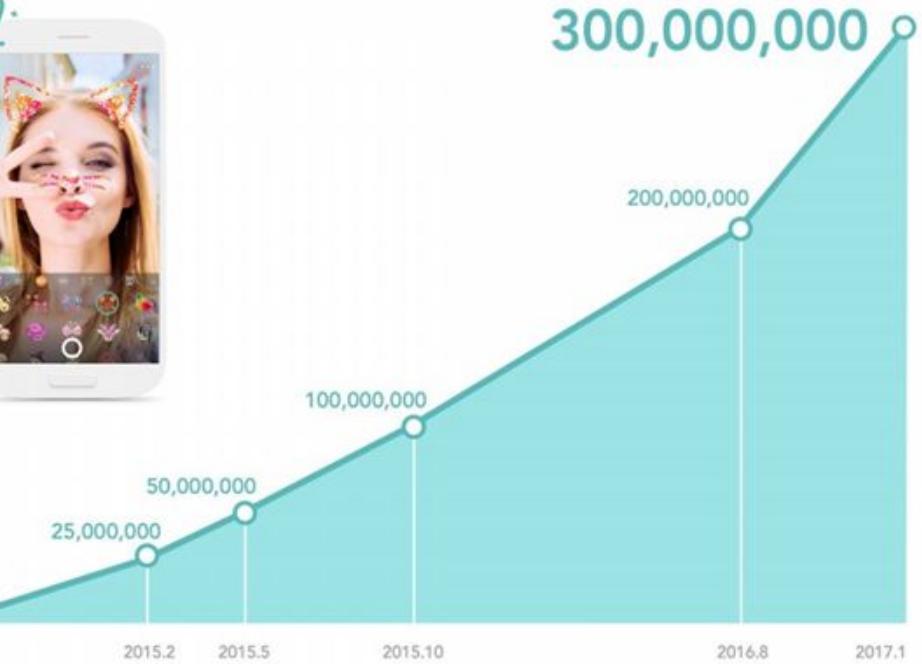
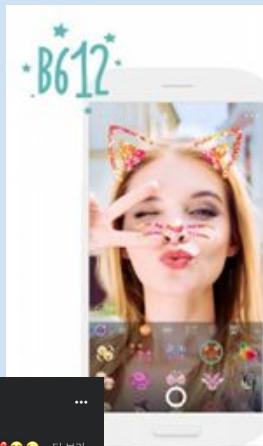


# LINE - ‘B612’ Global Performance Campaign

## Objective / Mission

GTM Strategy to push ‘B612’s’ global download to 300M from 200M

Partnered with more than 20+ creators worldwide to expedite growth

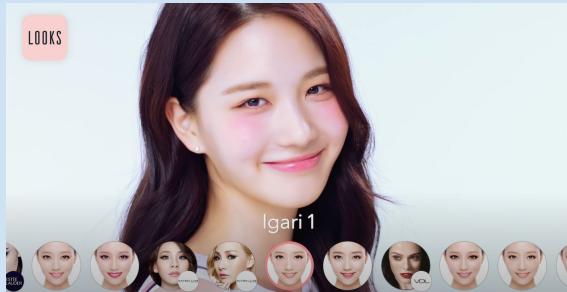


# LINE - TVC Brand Awareness Campaign

Crafted storyboards, agency communication, media plan

Brand awareness campaigns for APAC regions, North America and Middle East

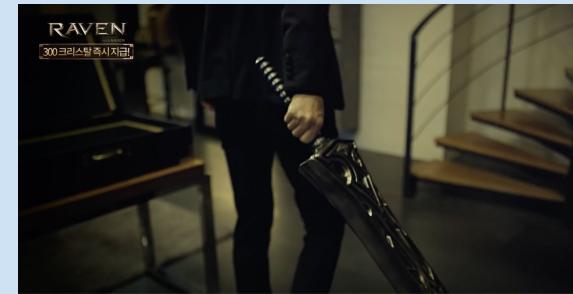
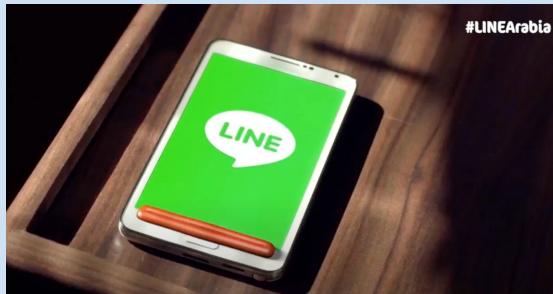
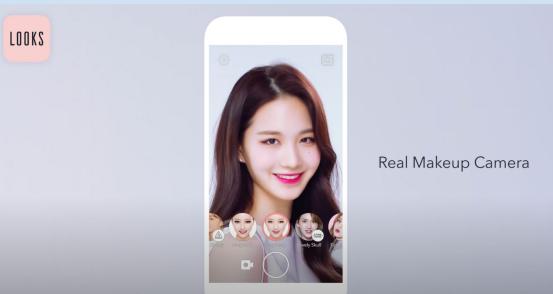
<Looks - Makeup Camera>



<LINE - Middle East>



<Raven - MMORPG>



# LINE - ‘OpenChat’ MBTI Test for teens

“What type of student are you in school?”

## Objective / Mission

An initiative to enhance conversion rate from hub page to openchats

As a growth campaign, we created a MBTI test for teens to easily assess openchats

## Results?

380K+ participants ( in 22 days)

88%+ completion rate

20K+ shares

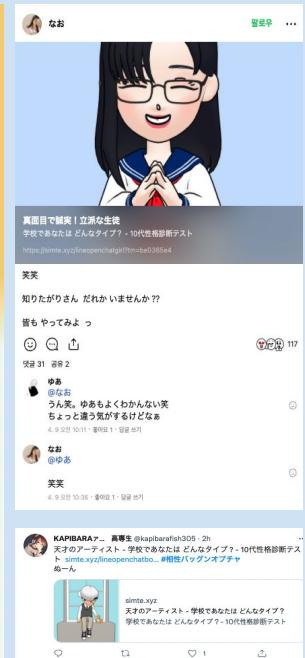
<LINE Ads>



<Result Page>



<Share>



# LINE - ‘OpenChat’ Study Category Boost

“Official OpenChat with Study Youtuber”

## Objective / Mission

Migrate “study” youtuber to openchat to create a experience to communicate exclusively with students who wants to learn study tips, habits from Miyabi

## Results?

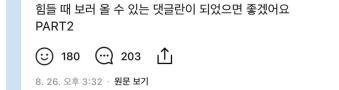
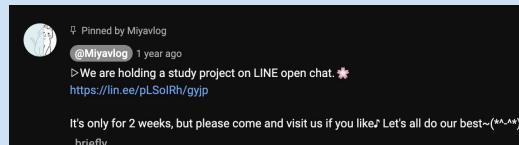
Highest member acquisition in OpenChat in the month of Nov 2022

Current Members: 3.8K

<Youtube Channel>



<Youtube -> LINE OpenChat>



# LINE Avatar Your Avatar created by LINE

## Objective / Mission

What's the point of creating an Avatar?  
Even if I want to use it as a profile, it never turns out to look like me.  
To eliminate this perception, we held an event to create avatars for users with professionals.

## [“Avatar created for you” campaign](#)

## Results?

72% participants used their avatars as profile  
Data for “Avatar Share”, “Avatar Send”, “Avatar Create” all increased for event participants

<Completed avatars based on user photos>



# LINE - ‘OpenChat’ Quiz Fairy Campaign

## A Pilot Program for admins

A highly requested feature within the app was the ability for admins to give presents to participants on their openchats

Prior to implementing this feature, we organized a “Quiz Fairy Event” for admins to acknowledge and reward users in their Openchat

## Results?

85% of the admins have expressed their intention to participate again.  
50% daily Join count increase during event period

LINE OpenChat's Quiz Fairy



<Quiz Fairy Event Openchat example>



# **Project #3:**

# **Business Development Projects**

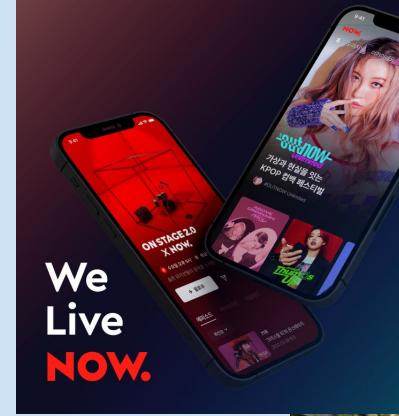
# WeWork Business Development (Partnerships)

**Partnership with Meta to foster growth by co-hosting events for Meta clients and WeWork members**  
**Closed deal with Naver NOW to become member of WeWork Sinsa**

<Facebook event hosts>



<Naver Now x WeWork>



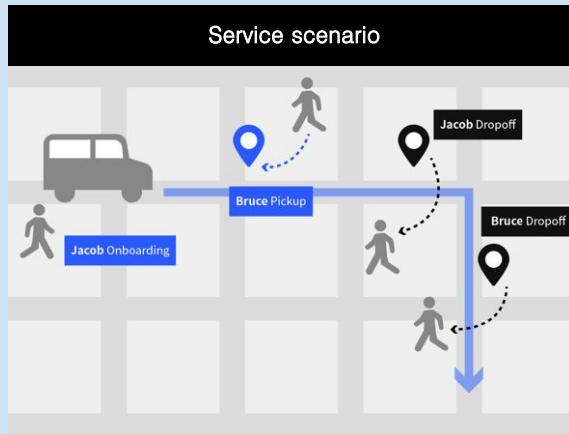
# Poolus Business Development

## Created business proposals on new mobility service for KR and AU

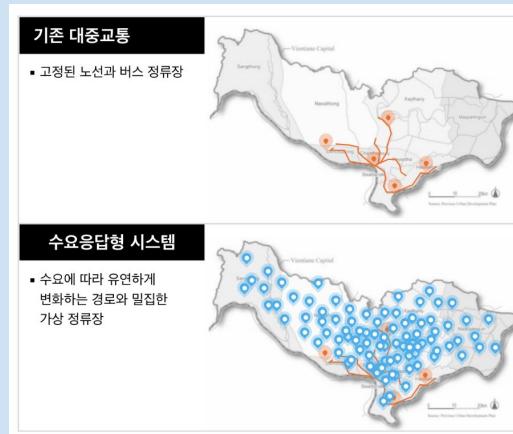
Service positioning, value propositions, P&L projections(pricing) , operation plan, alpha test, key metrics

Stakeholders: MOLIT ( Ministry of Land, Infrastructure and Transport), Investors, Tmap (Map routing software), drivers, parking space, vehicle company, users and etc

<Service Overview>



<Value Propositions>



<Value Propositions>

차량 수	9	15	20	25	30	35	40	45	50
시간당 트립수	2	2	2	2	2	2	2	2	2
트립당 평균 탑승인원	3	3	3	3	3	3	3	3	3
운행시간 (일)	10	10	10	10	10	10	10	10	10
트립수 (일)	540	900	1,200	1,500	1,800	2,100	2,400	2,700	3,000
트립수 (월)	11,340	18,900	25,200	31,500	37,800	44,100	50,400	56,700	63,000
트립당 요금	₩6,673	₩5,686	₩5,337	₩5,140	₩5,009	₩4,915	₩4,844	₩4,789	₩4,746
₩40,03									
시간당 비용	9 ₩34,114	4	1	2	8	6	7	4	

# PurpleM Business Development

Led new business plan creation to pitch to KIA (PurpleM: Subsidiary of KIA Motors)

“Ride-sharing algorithm-based inter-company shared shuttle service”

“All-in-one EV service”

“Micro mobility service”

“Infotainment service”

“B2G EV service”

