

Suk Woo (Ryan) Hong

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EXPERIENCE

LINE Plus Corp / Seongnam, Korea

Product Growth and Marketing Manager / 2021. May- Present

- Led growth marketing campaigns for LINE OpenChat and LINE Profile Studio
- Developed annual growth strategy and executed growth initiatives to maximize new user acquisitions by implementing campaigns for each segmented user groups
- Led media planning, KPI setting, creative developments, and performance analysis through LINE's ad solutions and external ads solutions
- Recorded an average of 21% increase in monthly active users by launching campaigns, such as "Back to School", "Quiz Fairy" and "Personality Tests", resulting in an impressive growth of over 300K active users
- Collaborated closely with cross-functional teams in Korea, Japan, Taiwan and Thailand, establishing streamlined workflows and delivering user insights and market perspectives to the product team based in Korea

Poolus, PurpleM / Seoul, Korea

Business Development Lead / 2019. Jul - 2021 Mar

- **Business Development Lead / 2020. Jun - 2021. Mar**
 - Led business development for PurpleM (a joint venture between KIA and 42dot (Team acquisition from Poolus to Purple M))
 - Led the formulation of a comprehensive business plan and conducted market research for an e-mobility service, successfully securing seed round funding
- **Business Development Lead / 2019. Jul - 2020. Jun**
 - Led the launch preparation of an on-demand shared ride mobility service
 - Directed alpha testing (field test) and FGI to evaluate shared riding experiences, collaborating with sourced drivers and riders on various test scenarios
 - Set/defined KPI, conducted partnership development, P&L projections and operational logistics (driver / vehicle sourcing, parking and CS guidelines)

WeWork / Seoul Korea

Performance Marketing Manager / 2018. Feb - 2019 Jul

- Devised and executed digital marketing strategy, boosting lead quality and elevating brand awareness for WeWork's expansion in Korea especially for B2B clients
- Closely worked with digital marketing agency guiding on objectives, setting KPIs, analyzing performance, managing budget and optimization for the overall campaign
- Increased the contribution of digital channels to WeWork's desk sales from 30% to 50% of total sales
- Worked with copywriters, brand marketers, and creative team to define value propositions, craft key slogans, and optimize landing pages through data-driven insights
- Successfully hosted the WeWork global marketing event, "Creator Awards" in Seoul with the highest applications in Asia with over 1K+ submissions through effective digital campaigns in collaboration with Taeyong, Passion Oil and Daehak Naeil

LINE Plus Corp / Seongnam, Korea

Global Marketing Manager / 2014. Aug - 2018 Feb

- **'Open Chat' Marketing Manager / 2017. April ~ 2018. Feb**
 - Led the project launch of 'LINE OpenChat' in Indonesia
 - Collaborated with product managers on product localization, feature prioritization, UX optimization, and new feature development
 - Led market research and gathered local insights to guide product improvements
 - Executed launch campaign by migrating 50 existing communities in Jakarta and Bandung
 - Established operational processes for content management and led performance marketing campaigns
- **'B612' and 'Looks' Marketing Manager / 2016. Jan ~ 2017. Mar**
 - Oversaw the marketing of LINE's camera services in multiple regions (Korea, Thailand, Indonesia and Taiwan)
 - Executed a \$2M self-served performance campaign (FB, IG, Twitter), creating 40+ creatives with in-house team, achieving \$0.4 CPI and 5M downloads in 2~3 months
 - Collaborated with local marketing teams and bridging communication between HQ and regional offices
 - Worked closely with local marketing teams on delivering local needs to the HQ and set up work processes between HQ office and regional
 - Forged partnerships with prestigious brands such as Warner Brothers and Vogue Taiwan to develop brand filters
- **'Raven' ATL Marketing Manager / 2015. April ~ 2016. Jan**
 - Contributed to marketing initiatives for the mobile game 'Raven', a collaborative project between Naver and Netmarble
 - Collaborated closely with a media agency on a \$13M IMC campaign by creating TVC, OOH and digital featuring Chaseung Won and Sunkyoung Lee
- **'LINE Messenger' Marketing Manager / 2014 Aug ~ 2015. April**
 - Contributed to LINE messenger's user acquisition campaigns in the Middle East (Turkey, Egypt, UAE, Iran)
 - Oversaw Dubai-based agency for Pan-Arab TVC campaign and led PPL efforts on the top-rated Beyaz Show in Turkey
 - Orchestrated questionnaire design and moderated focus group interviews in Egypt, UAE, and Iran

EDUCATION

School of Business 2007- 2014
Hanyang University Seoul, Korea

Business administration 2012
IESEG School of Management Lille, France

SKILLS / QUALITIES

Language

Fluent in written and spoken English and Korean