Jiyoung Hwang

Integrated Marketing & Campaign Strategist

10+ years of experience planning and leading integrated campaigns in South Korea for global and local brands, including Nespresso, Chevrolet, Heineken, Shinhan Securities, BLACKPINK THE GAME, and Fortnite. I translate audience behavior and cultural context into messages, content, and media strategies.

INFO

Location New York, NY
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Portfolio theyoung.me

SKILLS

- Integrated campaign strategy
- Global campaign management, 10+ markets
- Media strategy, planning and buying
- Audience and VOC research
- Brand messaging and content strategy
- Performance analysis and reallocation
- Paid social, search, app install, OOH, IPTV/TV
- Meta Ads, Google Ads, Apple Search Ads, GA4, MMP
- Team leadership (2+ years leading a team)
- Korean (native), English (working proficiency; professional writing)

GLOBAL MARKETS

Asia-Pacific
South Korea, Japan, Hong Kong, Taiwan, Macau, Thailand, Singapore, Australia

North America
United States, Canada

Europe
United Kingdom, France

Paid digital in 10 markets (BLACKPINK THE GAME); OOH in 7 (BLACKPINK THE GAME, Shinhan Securities).

EDUCATION

Borough of Manhattan CC, CUNY
2025 – Aug 2026
A.A. Communication Studies
GPA 3.95 / 4.0
Dean's List · Phi Theta Kappa
Coca-Cola World Impact Scholarship

Hanshin University
2009 – 2014
B.A. Korean Literature and Advertising & PR (double major)
GPA 3.69 / 4.5
Advertising club — president and vice president, 4 years
Poetry society, 4 years

WORK EXPERIENCE

GRAN MONSTER — Team Lead, Senior Campaign Strategist — May 2021 – Dec 2024

Integrated campaigns for global IP, finance and consumer brands. Led a team for 2+ years.

BLACKPINK THE GAME — GLOBAL LAUNCH & INTEGRATED MARKETING
Led marketing strategy and execution for the global launch of a mobile game released in about 170 countries (excluding China and Vietnam), concentrating investment on 10 priority markets on roughly one-fifth of a typical launch budget. Developed the campaign concept and a phased teaser strategy based on BLACKPINK fandom behavior, and proposed a QR-code activation that generated 570K+ new social followers before paid media began. Managed campaigns hands-on in Meta Ads Manager and Google Ads across the 10 markets. After launch, the game ranked in the Apple App Store's overall Games top 10 in 94 countries and No. 1 in 24 (data.ai).

SHINHAN SECURITIES — BRAND & INTEGRATED CAMPAIGNS
Led strategy and rollout for three business objectives: building emotional connections with consumers, supporting a corporate name change, and acquiring new customers. Five branded-film installments generated 75M+ combined views and won three Korean advertising awards, plus two finalist placements. Planned and bought OOH across New York, London, Hong Kong, Tokyo, and Seoul; the rebrand recap video generated 31.59M views, 280% of target.

SHINHAN SECURITIES — OVERSEAS STOCK CAMPAIGN
For first-time brokerage account holders and dormant overseas-stock investors, August data showed 90% of conversions came from interest-based and retargeting audiences. I directed the media team to shift 74% of September's budget to these audiences and conversion-focused video formats. The click-to-conversion rate for event-page button actions rose from 1.4% to 5.2%.

JUNG KWAN JANG RXGIN — MEN'S HEALTH SUPPLEMENT LAUNCH
Led integrated media planning across TV, radio, IPTV, OOH, and digital, content partnerships, and in-flight optimization. Segmented male audiences into three groups by awareness of the underlying health concern and product consideration, tailored messaging to each stage, and mapped media placements to moments in their daily routines. Reallocated digital spend based on channel-level purchase performance, reducing tracked cost per purchase by 73%.

EPIC GAMES KOREA — FORTNITE CREATOR MARKETING & AUDIENCE ACTIVATION
Decided which creators to recruit and set the content direction, sourced gaming creators with a partner agency, and managed production and platform rollout for livestreamed Fortnite content featuring head-to-head gameplay and viewer participation, with edited VODs for redistribution; creators included one with 284K+ subscribers. Separately led a three-week activation across 12 PC cafés near schools, private academies, and residential neighborhoods; tracked participation by location, replaced underperforming sites mid-campaign, and compared the cost efficiency of local promotion channels. 1,301 people took part; 73% of survey respondents had never played Fortnite, and among 12–16-year-olds, 74% were very satisfied and 90% intended to play again.

DIGITAL OCEAN (GAEASOFT) — Senior Account Manager — Aug 2014 – Nov 2020

Campaign briefs, planning and operations; managed media reps, vendors and the account team.

NESPRESSO — ALWAYS-ON DIGITAL & BRAND CAMPAIGNS
Managed media planning, buying, optimization, and reporting across 33 campaigns on 7+ platforms over a 32-month partnership. Evaluated each campaign against its intended objective rather than clicks or traffic alone; identified site visitors' strong affinity for news and current affairs and expanded placements beyond coffee inventory. Connected 10+ annual brand, machine, and coffee campaigns through retargeting. Website traffic rose 75% year over year (Jan–May 2020). Prepared performance reports in English for global HQ.

CHEVROLET KOREA — ONLINE COMMUNITY RELATIONS (NR) & VOC RESEARCH
Executed an established Netizen Relations (NR) program across 10+ automotive communities, monitoring daily consumer discussions and preparing Voice of Customer (VOC) reports for the Chevrolet Korea team. Translated recurring questions and product perceptions into content topics and brand messaging, and personally handled content planning, on-site reporting, writing, publishing, and response analysis. Produced 954 original pieces in 2015, distributed through 2,544 community posts; also proposed a dealer resource from accumulated content and contributed to the Manchester United sponsorship activation.

HEINEKEN EDELWEISS & ADDITIONAL ACCOUNTS
Developed the Korean launch tagline and product content for Heineken Edelweiss, built the brand's Instagram presence, and coordinated PR and influencer seeding. Also supported K Car, Goodrich, and Galleria Mall accounts, including talent contract negotiations.

AI PROJECTS & AWARDS

AI products — AI-Hire (AI tool recommender, ai-hire-v2.vercel.app) and ROOTED (agreement app for multicultural couples, 11 languages). Working demos; not commercially launched.

Korean advertising awards — Effie Korea, Bronze · Korea Advertising Awards, Silver · Korea Digital Advertising Awards, Bronze · YouTube Works Korea and Seoul Creative Festival finalist.

KSEA UKIS 2025 — volunteer marketing advisor.