

N° 01

Career.

SR. GLOBAL BRAND MARKETER

Hyunjun Kim · 김현준

EMAIL

khjkhjkhj88@gmail.com

BASED

Abu Dhabi, UAE · Relocating to Seoul

PROFILE

LinkedIn

N° 02

Highlights.

OVERVIEW

- Owned the full marketing cycle over nine years — from strategy through execution to results reporting
- Covered the entire marketing spectrum — GTM · IMC · content · performance · social · influencer · offline — across five years in-house and four years agency-side
- Ran global marketing for MapleStory Universe, NEXON's new business line and first blockchain project, for about four years
 - Led annual marketing strategy, planning, and execution across every milestone — from build-up through post-launch stabilization
 - Built a global marketing master plan and adapted it into localized marketing across 5 countries
 - Managed \$1M+ annual marketing budgets with 10+ partner agencies
- Ran Korea launch and community marketing on behalf of global game companies
 - Owned marketing planning and execution across the board — campaigns, events, brand spaces, and ad creative

KEY RESULTS

- Grew the official MapleStory Universe X channel to 230K followers
- Acquired 256K new users within two weeks of the MapleStory Universe global launch
- Hit target with 158M impressions on the Cyberpunk 2077 media saturation campaign
- Recorded 65.6K peak concurrent viewers on the Cyberpunk 2077 unboxing live Red Dot Award 2021 Winner
- Ran 72 events over two years of Supercell Lounge, reaching 11M cumulative content views A.N.D Award two years running

N° 03

Company.

2022.08 -
PRESENT

NEXON

- Global top-tier game company
- Started in NEXON's new business division; moved to NEXPACE as the business spun off and an overseas entity was established
- Senior Marketing Manager on the Ecosystem Business Growth Team
- Owned global marketing for the MapleStory Universe ecosystem platform

LEGAL ENTITIES

2022.08 - 2023.10	NEXON Korea Co., Ltd., Blockchain Division Pangyo
2023.11 - 2024.08	NEXON Universe Inc. Pangyo
2024.08 - PRESENT	NEXPACE Limited Abu Dhabi

2018.10 -
2022.08

designfever

- Digital marketing creative agency
- Brand Marketer / AE on the Planning 1 Team
- Ran marketing and community operations on behalf of global top-tier game companies

2017.04 -
2018.06

CoA.in

- European travel program operator
- Online Marketing Manager on the online marketing team
- Owned online marketing for Walk Festival, a European travel program for the 20s–30s

N° 04

Experience.

NEXON.

2022.08 - PRESENT · SENIOR MARKETING MANAGER · IN-HOUSE

Phase 1. Build UP — Launch Foundation 2022.08 ~ 2024.08

01. Social Community and Influencer Network Build-up

MISSION

- Build the community and secure the influencers that MapleStory Universe would stand on at launch

EXECUTION	— Set X (Twitter) as the main channel and established everything from channel launch to content strategy and operating structure — Sourced Web3-gaming cross-domain influencers and ran a dedicated communication channel for them — Sourced and contracted agencies for community build-up and ongoing influencer management
OWNERSHIP	— X (Twitter) channel operation 70% — Influencer sourcing and acquisition 100% — Influencer agency management 100%
RESULTS	— 230K followers after launching the X channel — 100 influencers secured, with a standing communication channel in operation

Phase 2. Pre-Launching — Alpha & Beta Test 2024.08 ~ 2025.04

02. The Genesis Beta User Acquisition

MISSION	— Acquire real users for the second open beta test. Bringing in testers at scale mattered most in a Web3 environment where marketing regulation limited the available tactics
EXECUTION	— Set the marketing strategy and detailed plan for the second open beta test — Built a strategy that secured the primary target through communication with the existing community, then extended to a secondary target via paid media — Designed the funnel from official-site visit through final tester sign-up, predicted drop-off points, and distributed guidance accordingly
OWNERSHIP	— Marketing strategy and detailed planning 80% — Marketing execution and results reporting 90% — Agency management 100%
RESULTS	— 506K users acquired for the second open beta test — 1.7M official website visits and 972K sign-ups over The Genesis period

03. Global Conference Participation

MISSION	— Raise brand awareness in the Web3 market — Broadcast the project's core narrative and generate media buzz
EXECUTION	— Joined TOKEN2049 Singapore 2023 as a main sponsor. Planned and ran the keynote, stage branding, lounge, and media room — Planned and ran the TOKEN2049 Singapore 2024 after-event — Planned and ran the Binance Blockchain Week 2025 (Dubai) brand booth — Designed the YGG Play Summit 2024 exhibition booth
OWNERSHIP	— Booth concept and design planning 80%

- Branding assets, giveaway merchandise, and pamphlet planning and production 100%
- On-site experience design and social event planning and operation 70%
- VIP and influencer invitation management 90%
- On-site operations participation 60%

RESULTS

- Raised awareness of NEXPACE and MapleStory Universe
- Boosted social content — attendee recaps and check-in posts about NEXPACE and MapleStory Universe at the conferences

04. NXPC Tokenomics — Technical Docs as a Webcomic

MISSION

- Release the Tokenomics White Paper, the project's core technical document, to the public
- The content mattered but was hard for a general audience to absorb, so it needed a format that was simple and accessible

EXECUTION

- Reframed Tokenomics as Token**comics**
- Read the technical documentation more than 10 times to pin down the core mechanics, then reconstructed them as a webcomic story
- Some of the more complex parts were hard to explain in comic form, so video was embedded mid-webcomic for those sections
- Outsourced production across three vendors in parallel — a webcomic studio, a video studio, and a web agency

OWNERSHIP

- Content planning 90%
- Production direction and management 100%
- Agency management 100%

RESULTS

- **538K** impressions and **33K** retweets with zero ad spend
- Organic pickup by gaming media including GameVu
- Referenced across the industry as a key marketing case

Phase 3. Global Launching 2025.05

05. MapleStory Universe / MapleStory N Global Go-to-Market

MISSION

- Global launch of MapleStory Universe, releasing the MapleStory N game and the NXPC token simultaneously
- Generate launch impact and convert it into user acquisition under Web3·P2E marketing regulations that restricted execution in key markets

EXECUTION

- Built a communication plan around the existing community to bring in the primary target
- Defined the secondary target as "untapped P2E users" and set them as the core target for acquisition marketing

- Defined a 'front-end / back-end' marketing framework in-house to design the campaign in an environment where regulation restricted traditional marketing tactics
 - Back-end: the axis the target doesn't see directly but that everything rests on. Content and viral pipelines across third-party channels (media · research · KOLs)
 - Front-end: the official campaigns the target sees directly. Meme short-form and Global Stream Clash sat here
 - When front-end engagement builds on top of a solid back-end, second- and third-wave organic spread amplifies the effect
- Designed the campaign to raise launch awareness through a meme short-form viral campaign, then take share of Twitch and YouTube streaming with a streaming competition at launch

OWNERSHIP

- Launch campaign planning and execution 90%
- Meme short-form planning and production 100%
- Streaming competition detailed planning and operation direction 100%
- Agency management 100%

RESULTS

- **256K** new users in two weeks on a **\$637K** budget
- Meme short-form delivered **110M** impressions and **134K** click conversions within one week of paid distribution
- Ran the streaming competition with a \$200K prize pool. **172** global streamers signed up and produced **664** streams over 10 days — roughly \$300 per stream — about 1/10 the cost of the industry standard

Phase 4. Settlement & On-going 2025.05 ~ Present

06. Infinite IP Playgrounds Online Showcase

MISSION

- An online showcase to define MapleStory Universe's vision and announce it externally

EXECUTION

- Wrote the MapleStory Universe vision one-liner "Infinite IP Playgrounds"
- Planned the online showcase and defined its part-by-part structure
- Researched references for shooting approach and motion style for each part
- Used a modular production strategy to finish within a 3-week timeline
- Distributed parts across AI film makers, video studios, and animation freelancers, and oversaw the full production

OWNERSHIP

- Online showcase planning, production, and shoot direction 100%
- Online showcase live broadcast 100%
- Agency management 100%

RESULTS

- **26.4K** live viewership
- Organic pickup by English-language media including games.gg

07. MSU X Friends — Official Influencer Program

MISSION	— Needed a structure to sustain the production and spread of derivative content that drives virality for official-channel content — Rebuild the existing influencer system
EXECUTION	— Designed and ran an official ambassador program with X (Twitter) influencers on a 3-month collaboration cycle — Set selection criteria grounded in loyalty to the project and selected accordingly — Ran it to drive organic content rather than paid assignment content
OWNERSHIP	— Program design and selection criteria 100% — Overall program operation 100% — Agency management 100%
RESULTS	— 36 creators produced 1,193 pieces of content on a \$52K budget over three months — roughly \$43 per piece — Held 70%+ share of the X feed while the program ran

08. 1st Anniversary Promotion and MSU 2.0 Vision Communication

MISSION	— Re-engage the community around one year of shipped results and the MSU 2.0 roadmap — Make the case for MapleStory Universe's results to date and present the new vision to build anticipation among investors
EXECUTION	— Planned and executed the 1st-anniversary update and MSU 2.0 communication plan — Planned and produced the 1st-anniversary recap content, published across investor channels and the community — Planned and produced the MSU 2.0 vision content, published across investor channels and the community
OWNERSHIP	— 1st-anniversary recap content planning/production 80% — MSU 2.0 vision content planning/production 50% — Agency management 100%
RESULTS	— Delivered the full anniversary and MSU 2.0 communications program across investor channels and the community — NXPC traded up ~30% over the campaign window, alongside broader market movement

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2018.10 — 2022.08 · BRAND MARKETER / AE · DIGITAL CREATIVE AGENCY

🏆 01. Cyberpunk 2077 Korea Launch Campaign

MISSION	— Korea launch of CD Projekt Red's AAA open-world title
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	— Flip community sentiment, soured by a third release delay, and carry it through to launch
EXECUTION	— Set the Korea launch marketing strategy and plan around the core goal of "Cyberpunk 2077 is everywhere" — Defined total media saturation as the paid goal, building a media mix that exposed the primary target 2–3 times a day — Ran a 4-phase media plan across 12 channels over 58 days — target learning (2.7%) → expansion (10.2%) → sentiment turnaround (7.9%) → total media saturation (79.2%), deliberately concentrating budget in the later phases — Immediately redesigned the Phase 3 goal from 'audience expansion' to 'sentiment turnaround' after the third release delay was announced (2020.11.19), stabilizing sentiment before Phase 4 media saturation began — Planned an unboxing live as the impact campaign that built cultural momentum — produced a refrigerator-sized V-Box, handed it to a top-tier streamer, and ran a countdown live show
OWNERSHIP	— Launch campaign strategy and planning 70% — Ad creative production 70%, ad campaign operation 50% — V-Box planning and production management 90%, unboxing live operation 80%
RESULTS	— 158M impressions and 37M unique reach on \$220K of paid media — 65.6K peak concurrent viewers and 3.5M cumulative Twitch viewership on the unboxing live — Red Dot Award 2021 Brand & Communication Winner

🏆 02. Supercell Lounge — Brand Offline Space

MISSION	— Plan and run a space where people could experience 'Super Fun', Supercell's brand value — The core mission went beyond a brand space — establishing a standing operating structure that connected on-site programming, content, and social
EXECUTION	— Designed a UX roadmap and customer journey map, and planned programs around personas by target — Planned and ran on-site programs including community game tournaments and family-day events — Responded to the pandemic, which hit four months after the official opening, by pivoting online (Super Fun @ Home) — Designed new programs centered on online interaction and reworked the existing ones — online quiz shows, shopping live broadcasts, origami live sessions, and more — Hired and managed the lounge operating crew
OWNERSHIP	— Program planning and operation 80% — Supercell Lounge overall management 100%
RESULTS	— 72 online and offline events held, with 36K cumulative event applicants

- 118 pieces of content produced, reaching 11M cumulative viewership
- A.N.D Award two years running
 - A.N.D Award 2019 Grand Prix (Supercell Lounge Project)
 - A.N.D Award 2020 Winner (Super Fun @ Home Campaign)

03. Supercell Community Marketing and Marketing Content Planning/Production

MISSION	— Korea community marketing for three titles — Brawl Stars / Clash Royale / Clash of Clans
EXECUTION	— Planned and ran community game tournaments and seasonal events — Planned and produced local ad creative
OWNERSHIP	— Game tournament and seasonal event planning/operation 80% — Local ad creative planning/production 70%
RESULTS	— Scope expanded to global creative planning and production after HQ recognized the planning work

04. Supercell Community Channel Operations

MISSION	— Korea social channel planning/operation for three titles — Brawl Stars / Clash Royale / Clash of Clans
EXECUTION	— Ran Brawl Stars social channels, planning and publishing content — Launched and ran a new Brawl Stars TikTok channel — Ran Clash of Clans and Clash Royale social channels, planning and publishing content
OWNERSHIP	— Brawl Stars social channel operation 70% — Brawl Stars TikTok channel launch and operating strategy 90% — Clash of Clans / Clash Royale social channel operation 70%
RESULTS	— 5M views within one month of launching the Brawl Stars TikTok channel

05. Merge Mansion Local Ad Operations and Creative Production

MISSION	— Korea UA ad operations for Metacore Games — Develop new global creative
EXECUTION	— Set and ran the targeting strategy for Korean local media — Planned and produced a new ad creative style in the tone of a mystery-thriller movie trailer — Improved ad performance through A/B testing
OWNERSHIP	— Local media operating strategy and mix 80% — Local media ad operation 50% — New creative planning and production 80%

RESULTS

- Korean **DAU/WAU/MAU doubled** over the period
- The new creative style was adopted as global ad assets

CoA.in.

2017.04 - 2018.06 · ONLINE MARKETING MANAGER · EUROPEAN TRAVEL PROGRAM OPERATOR

01. Walk Festival Customer Acquisition Marketing

MISSION

- Customer acquisition for a European travel program aimed at people in their 20s and 30s

EXECUTION

- Planned and ran Facebook-led online marketing
- Covered everything from ad content planning and production to media operations and performance management
- Planned and ran the offline info session "Taste of Europe" to boost acquisition
- Managed on-site program operations during a one-month stay in Europe

OWNERSHIP

- Facebook ad content planning and production 80%
- Facebook ad operation 90%
- Offline info session planning and operation 90%

RESULTS

- **Sold out 6 cohorts across 2 consecutive seasons** (~300 people total)
- **60%** acquisition conversion rate on the offline info session

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