

N° 01

Résumé.

SR. GLOBAL BRAND MARKETER

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EMAIL

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BASED

Abu Dhabi, UAE · Relocating to Seoul

PROFILE

LinkedIn

N° 02

Profile.

"Whatever the mission, I prove it with results."

Defines the mission first, then runs the whole thing — strategy, execution, and results reporting.

Works out which marketing approaches a goal actually needs, then combines them to deliver results.

Covers the full range of brand marketing: GTM, IMC, content, performance, social, influencer, and offline.

Five years in-house and four years at a marketing agency, so both ways of working are familiar.

N° 03

Awards.



RED DOT AWARD 2021 · WINNER

BRAND & COMMUNICATION

Cyberpunk 2077 Unboxing Live Campaign



A.N.D AWARD 2019 · GRAND PRIX

DIGITAL AD & CAMPAIGNS / GAMES · AWARDS FOR NEW DIGITAL

Supercell Lounge Project



A.N.D AWARD 2020 · WINNER

DIGITAL AD & CAMPAIGNS / GAMES · AWARDS FOR NEW DIGITAL

Super Fun @ Home Campaign (Supercell Lounge)

N° 04

Strengths & Ability.

01

Finding a way through the impossible

Whatever the mission looks like, I find a way to deliver.

02

End-to-end Global Marketing Strategy

Marketing full-stack, from GTM strategy and budgeting through reporting and insights.

03

USP & Narrative Building

Sharpening a complex product's USP and building a narrative that lands.

04

Cross-functional Project Leadership

Leading projects and campaigns with internal teams and 20+ partner agencies.

05

AI-Marketing Team Operations

Trained 14 AI agents on nine years of experience. They run like a small marketing agency, maximizing my efficiency.

N°05

Experience.

NEXON

PERIOD 2022.08 — Present

COMPANY NEXON (NEXON Korea → NEXON Universe → NEXPACE) · Global top-tier game company

TITLE Senior Marketing Manager

RESPONSIBILITIES

- Global marketing lead for MapleStory Universe
 - Owned marketing across every milestone — Build UP → Pre-Launching → Global Launching → Settlement & On-going
 - Planned and ran MapleStory Universe marketing campaigns
 - Planned and produced MapleStory Universe content
 - Attended global conferences, and planned and ran the booths
 - Ran the official MapleStory Universe social channels
 - Managed MapleStory Universe influencers
 - Planned and produced MapleStory merchandise
 - Set and executed the MapleStory Universe GEO strategy

KEY RESULTS

- 506K beta testers acquired
- 256K users acquired within two weeks of launch
- 230K followers on the official X channel

SKILLS

Marketing Strategy

Marketing Planning

GTM

IMC Marketing

Content Marketing

Social Marketing

Influencer Marketing

Performance Marketing

Offline Marketing

Localization

GEO

Agency Management

designfever

PERIOD 2018.10 — 2022.08

COMPANY designfever · Digital marketing creative agency

TITLE Brand Marketer / AE

RESPONSIBILITIES

- Korea marketing for three global game studios (Supercell · CD Projekt Red · Metacore Games)
 - CD Projekt Red (PC & console games)
 - Planned and ran the Cyberpunk 2077 Korea launch campaign
 - Planned and ran the ad campaign built on a total media saturation strategy
 - Planned and ran the unboxing live event
 - Supercell (Mobile games)
 - Planned and ran community game tournaments and seasonal events for three Supercell titles
 - Ran the official social channels for three Supercell titles, planning and publishing content
 - Launched and ran a new Brawl Stars TikTok channel
 - Planned the programs for the brand space 'Supercell Lounge' and ran it on site
 - Planned and ran 'Super Fun @ Home', the online pivot campaign during the pandemic
 - Planned and produced local ad creative, and produced global creative
 - Metacore Games (Mobile games)
 - Ran Merge Mansion UA ads in Korea and developed new creative

KEY RESULTS

- CD Projekt Red (PC & console games)
 - Cyberpunk 2077 — 158M ad impressions and 37M unique reach
 - Unboxing live — 65.6K peak concurrent viewers and 3.5M cumulative Twitch viewership
 - Red Dot Award 2021 Brand & Communication Winner
- Supercell (Mobile games)
 - Supercell Lounge — 72 events over two years · 36K applicants · 118 pieces of content · 11M cumulative views
 - 5M views within one month of launching the Brawl Stars TikTok channel
 - A.N.D Award 2019 Grand Prix · A.N.D Award 2020 Winner
- Metacore Games (Mobile games)
 - Merge Mansion — Korean DAU/WAU/MAU doubled

SKILLS

Marketing Planning

IMC Marketing

Media Planning

Content Marketing

Social Marketing

Community Marketing

Performance Marketing

Offline Marketing

Experiential Marketing

Creative Direction

Global Partner Communication

Coain

PERIOD

2017.04 — 2018.06

COMPANY

Coain (CoA.in) · European travel program 'Walk Festival' operator

TITLE

Online Marketing Manager

RESPONSIBILITIES

- Online marketing lead for 'Walk Festival', a European travel program
 - Planned and produced Facebook ad content, and ran the media buying
 - Planned and ran the offline info session 'Taste of Europe'
 - Managed on-site program operations while staying in Europe
 - Main point of contact for the program, content, and PR

KEY RESULTS

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

SKILLS

Marketing Planning

Content Marketing

Performance Marketing

Offline Marketing

User Acquisition

N°06

Education.

2008 — 2015

National University «Kyiv Aviation Institute»

Aerospace Engineering · Withdrew · Seven years in Ukraine

2004 — 2007

Incheonnam High School

Graduated

N°07

Languages.

KOREAN

Native

ENGLISH

Business-levelEmail · chat · documents · meetings —
comfortable with global partners

RUSSIAN

Conversational[VIEW CAREER STATEMENT ↗](#)[VIEW PORTFOLIO ↗](#)