

Hyunjun Kim

김현준

Senior Global Brand Marketer

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Senior Global Brand Marketer · 9 Years Across global and local markets · Based in Abu Dhabi	Red Dot 2021 Winner A.N.D Award 2020 · 2019	Global Tier-1 IP Portfolio NEXON · Supercell · CD Projekt Red · Metacore
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01 PROFILE

"Hire the marketing company."

I own every lever of a brand — strategy, budget, campaigns, performance, creative, social, community, measurement. With a team of AI agents trained across nine years of field execution, I run the full marketing funnel from planning through execution to measurement.

02 BRANDS & PROJECTS

NEXON KOREA → NEXON UNIVERSE → NEXPACE 2022 – Present · 3 yrs 8 mos	MapleStory Universe · MapleStory N
SUPERCCELL 2018 – 2022 · 3 yrs 11 mos	Brawl Stars · Clash Royale · Clash of Clans · Supercell Lounge · A.N.D AWARD ×2
CD PROJEKT RED 2020 · Korean Launch	Cyberpunk 2077 · RED DOT 2021
METACORE GAMES 2022 · Korean UA	Merge Mansion

03 AWARDS

Click each award to view the official page with full details.

RED DOT AWARD 2021 · WINNER Brands & Communication Design Cyberpunk 2077 Unboxing Live Campaign	A.N.D AWARD 2020 Awards for New Digital Super fun@home Campaign (Supercell Lounge)	A.N.D AWARD 2019 Awards for New Digital Supercell Lounge Project
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04 CORE STRENGTHS

- 01 End-to-end Global Marketing Strategy**
Strategy · media planning · creative · performance · community · measurement — a single operator running the full marketing funnel one-stop.
- 02 Narrative Building for Complex Products**
Reframing complex concepts and technical detail into accessible stories and formats that resonate with both general audiences and domain experts.
- 03 Cross-functional Project Leadership**
Orchestrating projects across 8–10 internal team members and 3–4 external partner agencies — owning the full arc from brief to launch.
- 04 Brand Space & Experience Design**
Founded and ran the world's first Supercell brand space over 2 years. Methodologized customer-journey mapping and persona-based programming as a repeatable framework.
- 05 AI-Native Marketing Team Operations**
Designed, trained, and run a 12-agent AI marketing & design team. Workflows standardized into a repeatable operating model.

05 WORK EXPERIENCE

2022.08 – Present | 3 yrs 8 mos · Continuous

NEXON KOREA → NEXON UNIVERSE → NEXPACE
Senior Marketing Manager · Web3 Ecosystem Global Marketing
Project: MapleStory Universe · MapleStory N

Continuous global marketing lead for 3 yrs 8 mos. Followed the project's growth trajectory from NEXON KOREA's Blockchain Division to the spin-off Nexon Universe to Abu Dhabi-based Nexpace — moving with the organization at every step.

MSU Global Launch — MapleStory Universe global launch
2025.05.15 · Global launch week

Key Results

\$637K MSU launch total budget (USD · actual spend)	5 Markets · global integrated UA campaign	110M Impressions · 7-day launch week	UA · Shorts · Streaming Campaign 3-axis integrated design
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- End-to-end ownership of \$637K mid-to-large marketing budget — strategy · UA · KOL · events · creative across all areas
- 110M impressions in 7-day launch week (CPM \$2.27) — campaign engineered to drive launch awareness and momentum
- Layered global integrated marketing strategy on social channels (Meta · YouTube) + local marketing strategy across 5 key markets (PH · SG · BR · TW · TH) — maximized global-local synergy

Global Stream Clash — part of launch campaign · global streamer initiative
2025.05.15 · 10-day launch week

Key Results

\$373K Within launch budget (USD)	172 Applied streamers · global	664 Total streams	4,290h Total streaming hours	1.1M VOD views (1,108,187)
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- Broke from paid-influencer convention with a competition-based campaign — 172 global streamers self-applied (Asia · Latin America focused)
- 172 streamers ran 664 lives over 10 days — ~50 streamers averaging 8+ live streams each, **\$562 per live**
- 4,290 streaming hours and 1.1M VOD views — **\$0.34 per VOD view · \$87 per streaming hour**, ROI maximized
- Website — globalstreamingclash.ggcontent.com

Core Work (Integrated)

- End-to-end global marketing strategy and execution for MapleStory N · MSU Web3 Ecosystem
- AEO (Answer Engine Optimization · generative AI search) strategy and execution
- Cross-domain ownership across UA · influencer · social · offline marketing for Web3 × Gaming
- Creative direction and production management for global campaign · ecosystem promotion assets
- Global creative · marketing agency management
- Large-scale offline event · conference planning and operations (for builders · gamers · Web3 community)
- Co-marketing strategy and execution among Nexpace global partners

Organizational Focus

- NEXPACE LIMITED** (2024.08 – Present, 1 yr 9 mos, Abu Dhabi · hybrid) — Transferred to MSU publishing subsidiary. Brand building and communication strategy across game · ecosystem · investment domains, supporting MapleStory Universe and MapleStory N launch marketing.
- NEXON UNIVERSE** (2023.11 – 2024.08, 10 mos, Pangyo) — Pre-launch marketing and communication strategy to build awareness and interest for MapleStory Universe. Branding · UA · Contents · Influencer · Event execution.
- NEXON KOREA · Blockchain Division** (2022.08 – 2023.11, 1 yr 4 mos, Pangyo) — Pre-launch awareness and interest-building marketing/communication strategy as part of Nexon's flagship Web3 initiative.

2018.10 – 2022.08 | 3 yrs 11 mos

designfever
Brand Marketer / AE
Korean partner agency execution for 3 global Tier-1 game IPs (Supercell · CD Projekt Red · Metacore Games). Earned Red Dot 2021 · A.N.D Award ×2 during tenure.

Cyberpunk 2077 Korean Launch Campaign
2020.01 ~ 2020.12 — Red Dot 2021 Winner

- Led Korean launch marketing for CD Projekt Red's AAA open-world game
- Detected user sentiment shift after the 3rd release delay → redesigned strategy around "mainstream momentum"
- Designed and executed \$220K media campaign — 58 days, 12 channels, 158M impressions (1.5x target CTR)
- Conceived unboxing live event — V-box production, collaboration with 6 top-tier game streamers

Key Results — Ad Campaign

\$220K Media campaign budget	158M Total impressions	37M Unique reach	0.23% CTR · 1.5x target	2.74 Frequency · avg exposure
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Key Results — Unboxing Live

\$68K Unboxing production cost	65K Concurrent · live peak	3.5M Total views (cumulative)	\$0.02 Cost per view · unboxing live
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Supercell Lounge Project
2019.08 ~ 2021.07 — A.N.D Award 2019 · 2020

- Founded, operated, and closed the world's first Supercell brand space over 2 years
- Designed UX roadmap · customer-journey mapping, target-based persona-driven programming
- Managed 8–10 team members and 3–4 partner agencies (full ownership of space planning · programming · operations · budget · hiring)
- Conceived and executed pandemic-pivot SUPER FUN@HOME online campaign

Key Results

72 Number of Events · regular & ad-hoc	36K Accumulated Applicants	118 Contents · Official + Influencers	11M Contents Viewership · cumulative
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Supercell Digital & Community Marketing
2018.10 ~ 2022.06

- Led annual marketing strategy and community management for 3 games (Clash Royale · Clash of Clans · Brawl Stars)
- Conceived and produced global UA creative (adopted by Supercell HQ)
- 5M views in first month after launching new Brawl Stars TikTok channel
- Produced global creative assets, Halloween video global delivery

Merge Mansion UA Campaign
2022.02 ~ 2022.06

- Korean UA campaign strategy and management for Metacore Games
- Movie-trailer-style ad creative development and production
- DAU/WAU/MAU 2x increase via A/B-test-driven creative optimization

2017.04 – 2018.05 | 1 yr 2 mos

Coain
Online Marketing Manager
Online marketing lead for "Work Festival" — Europe travel program. Includes 1-month on-site management in Europe.

- Production of Facebook ad image · video creative, planning and execution of offline tasting events (resolving the "trust barrier" identified as the primary purchase decision blocker)
- Selected as main POC for Work Festival, full ownership of detailed programming · content · promotion

06 EDUCATION

2008 – 2015	National Aviation University of Ukraine (NAU) Aerospace Mechanical Engineering · Withdrawn
2004 – 2007	Incheon Boys' High School Graduated

07 LANGUAGES

Korean	Native
English	Business (messaging · email) Conversational fluency · capable of writing English self-narrative
Russian	Conversational