

N° 01

Résumé.

SR. GLOBAL BRAND MARKETER

Hyunjun Kim

Nine years in senior brand marketing · Global brands into Korea, Korean brands out to the world. NEXON · Supercell · CD Projekt Red.

EMAIL

khjkhjkhj88@gmail.com

PROFILE

linkedin.com/in/hyunjun-kim ↗

PORTFOLIO

hyunjunkim.me/en/portfolio ↗

BASED

Abu Dhabi, UAE

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Profile.

"Global brands into Korea. Korean brands out to the world."

I've marketed global brands into Korea, and I've marketed Korean brands out to the world.

GTM strategy, campaigns, UA and performance, creative, content, social, community, and offline — I've done every part of brand marketing, both in-house and agency-side.

Here are those nine years.

N° 03 Brands & Projects.

NEXON KOREA → NEXON UNIVERSE → NEXPACE

2022 — PRESENT · 3 YRS 8 MO

MapleStory Universe · MapleStory N

SUPERCCELL

2018 — 2022 · 3 YRS 11 MO

Brawl Stars · Clash Royale · Clash of
Clans · Supercell Lounge

A.N.D AWARD ×2

CD PROJEKT RED

2020 · KOREA LAUNCH

Cyberpunk 2077

RED DOT 2021 · BRAND & COMMUNICATION

METACORE GAMES

2022 · KOREA UA

Merge Mansion

N° 04 Awards.



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

N° 05 Strengths & Ability.

01 End-to-end Global Marketing Strategy

I run marketing end to end — from GTM strategy and budgeting through reporting and insights.

02 USP and Narrative Building for Complex Products

I sharpen a product's USP and build a narrative that lands with the audience.

03 Cross-functional Project Leadership

I've led projects with internal teams plus 20+ partner agencies across production, design, and web. I can push campaigns and projects through that kind of complexity.

04 Cracking the impossible brief

Whatever the mission looks like, I find a way to deliver. No brief has been too hard to figure out.

05 AI-Marketing Team Operations

I've trained 12 AI agents on my last nine years of experience. They run like a small marketing agency reporting to me — that's how I keep throughput high.

N° 06 **Experience.**

2022.08 — PRESENT
3 YRS 8 MO

NEXON KOREA → NEXON UNIVERSE → NEXPACE

SENIOR MARKETING MANAGER · GLOBAL BRAND & ECOSYSTEM MARKETING

Led marketing for MapleStory Universe and MapleStory N for 3 years 8 months.

Projects: MapleStory Universe · MapleStory N

ROLE HIGHLIGHTS

3y 8m LEAD DURATION	\$1M+ MANAGED BUDGET	5 LOCALIZED MARKETS	20+ PARTNER AGENCIES
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MapleStory Universe / N — Global Go-to-Market — Global launch

2025.05.15 · GLOBAL LAUNCH WEEK

\$637K LAUNCH BUDGET	265K NEW USERS · 2 WEEKS	Global + Top 5 markets TARGET MARKETS	IMC Approach MARKETING APPROACH
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- Set the mission as **untapped P2E users** — ‘The Genesis’ beta built a core community ready to flow in at launch.
- With Web3-P2E rules restricting traditional tactics, split the strategy across **front-end (official campaigns) and back-end (third-party viral pipelines)** so organic spread takes over.
- Built an IMC strategy across UA, social, short-form, and influencers, then localized for 5 priority markets (PH · SG · BR · TW · TH).
- Brought in **~265K new users in 2 weeks** (DAU 50K–70K); short-form delivered **110M impressions in 7 days at \$2.27 CPM**.

Global Stream Clash — Global streamer initiative

2025.05.15

\$373K SPEND · WITHIN LAUNCH	172 STREAMERS SIGNED UP	664 TOTAL LIVE STREAMS	4,290h TOTAL STREAM HOURS	1.1M VOD VIEWS
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- Broke from the usual paid-influencer playbook with a competition-driven campaign.
- 172 global streamers signed up on their own and ran 664 live streams over 10 days.
- 4,290 hours streamed (**\$87/h**) · 1.1M VOD views (**\$0.34/view**) — strong ROI.
- Campaign site — globalstreamingclash.ggcontent.com

ONGOING GTM WORK — MAPLESTORY UNIVERSE · N

- Set and run marketing strategy for the MapleStory Universe ecosystem.
- Drive seasonal-update marketing for MapleStory N.
- Run social channels (X · Facebook · Medium · YouTube) and manage influencers/KOLs.
- Direct content & creative production; manage global creative/marketing agencies.
- Plan and run offline events & conferences.
- Lead communications and co-marketing with global partners.

STACK ·

Global GTM	IMC Strategy	Web3 · P2E	Influencer / KOL	Performance UA
Localization	Co-marketing	Community	Offline Events	Social (X · YT · Medium)

N° 06 **Experience.** — CONTINUED

2018.10 — 2022.08
3 YRS 11 MO

designfever


BRAND MARKETER / AE

Led marketing for global brands at a Korean agency for 3 years 11 months. Supercell · CD Projekt Red · Metacore Games

 **Cyberpunk 2077 — Korean Launch Campaign**

2020.01 — 2020.12 — RED DOT 2021 WINNER · BRAND & COMMUNICATION

- Led Korean launch for CD Projekt Red’s AAA open-world title; after the third delay, rebuilt the plan around mass-hype.
- \$220K media campaign — 158M impressions · 37M reach · 0.23% CTR (1.5x forecast)
- Top-tier streamer unboxing + countdown live — peak 65K concurrent · 3.5M views · \$0.02 CPV

 **Supercell Lounge — Brand Offline Space**

2019.08 — 2021.07 — A.N.D AWARD 2019 · 2020

- Ran the world’s first Supercell brand space for 2 years · 72 events · 36K applicants · 118 contents · 11M viewership
- Pivoted online as ‘SUPER FUN@HOME’ in the pandemic (team 8–10 · 3–4 agencies)

Merge Mansion — UA Campaign · 2022.02–06

- Built and ran Korean UA for Metacore Games · movie-trailer-style creative · A/B-tested variants doubled DAU / WAU / MAU.

2017.04 — 2018.05
1 YR 2 MO

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ONLINE MARKETING MANAGER

Ran online marketing for the European travel program “Work Festival,” including a month on the ground in Europe.

N° 07 **Education.**

2008 — 2015

National Aviation University of Ukraine

Aerospace Engineering · Withdrew · Seven years living in Ukraine

2004 — 2007

Incheonnam High School

Graduated

N° 08 **Languages.**

KOREAN

Native

ENGLISH

Business-level

Email, chat, documents · global partner collaboration

РУССКИЙ (RUSSIAN)

Conversational · NAU 2008–2015

WANNA MORE?

Want the decisions, the work, and the outcomes behind each project? Take a closer look in the portfolio.

hyunjunkim.me/en/portfolio

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CONTACT CARD

N° 00

NAME

Hyunjun Kim

TITLE

Sr. Global Brand Marketer

BASED

Abu Dhabi, UAE

STATUS

● Open to opportunities

EMAIL · PROFILE

khjkhjkhj88@gmail.com · linkedin.com/in/hyunjun-kim