

Selena Hong

**Digital Marketing
Portfolio**

portfolio



I'm Selena Hong

Digital Marketer

I am a professional marketing specialist.
I help B2B companies scale their brands with
digital marketing and account management.

Digital Marketing Project

Integrated Marketing Activities for LG.com

1. Website Development for LG.com
2. EDM Campaign Execution (OEM Newsletter)
3. Dashboard Creation (Looker Studio & Tableau)

Business Development & Amazon Brand Operation

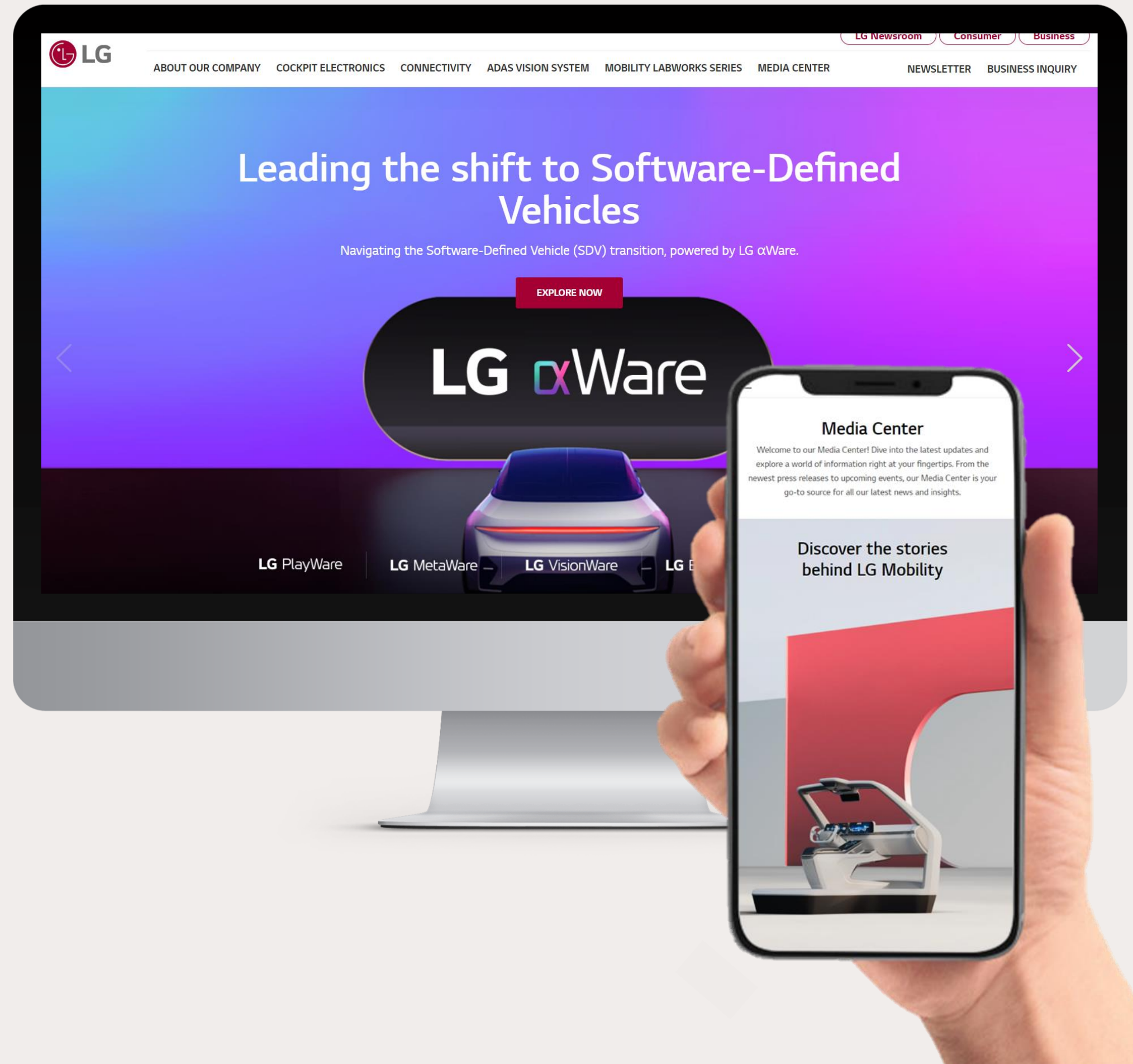
1. Building Global Website (Category, PLP, PDP)
2. Alibaba & 3PL Account Management / Inventory Operation
3. Amazon PPC Advertising / SEO

B2B Channel Management & Digital Platform Rollout

1. Digital Platform Rollout UAT
2. B2B Marketing Webinar Planning
3. CRM and Portfolio Management

Integrated Marketing Activities for LG.com

Marketing Consultant (LG) | Concentrix



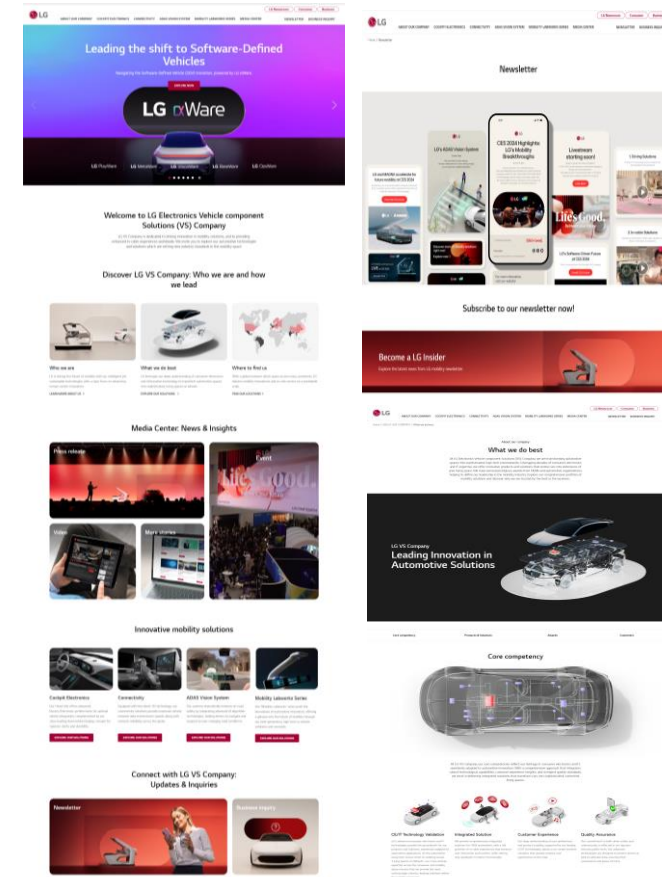
Period
Jan 2024 – Present

Result

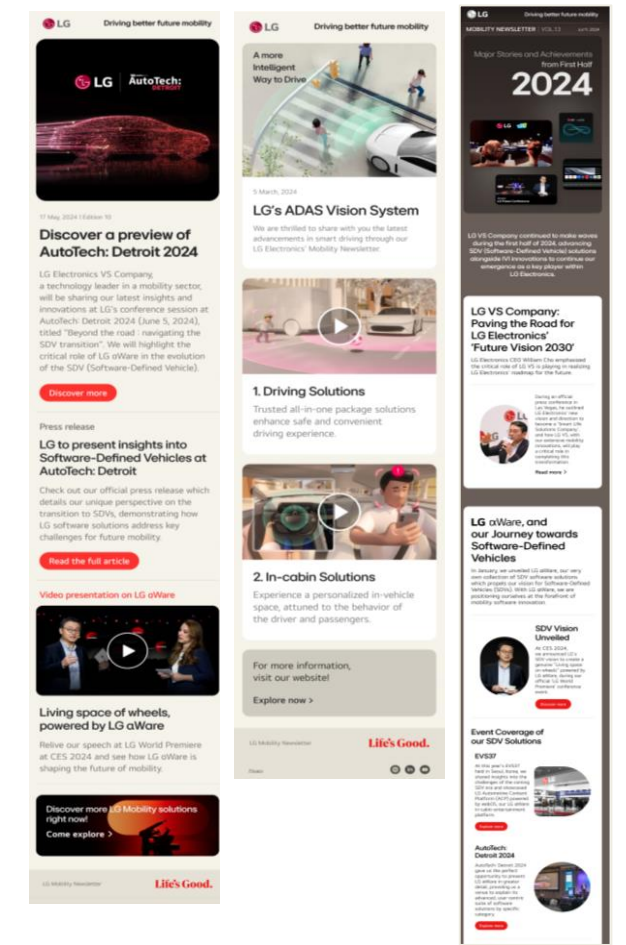
- Increased LG.com Annual visitors by **168.6%** YoY from **249,000 to 670,000**
- Increased Mobility Newsletter subscribers by **298.4%** YoY from **2,095 to 8,347**

What I Did

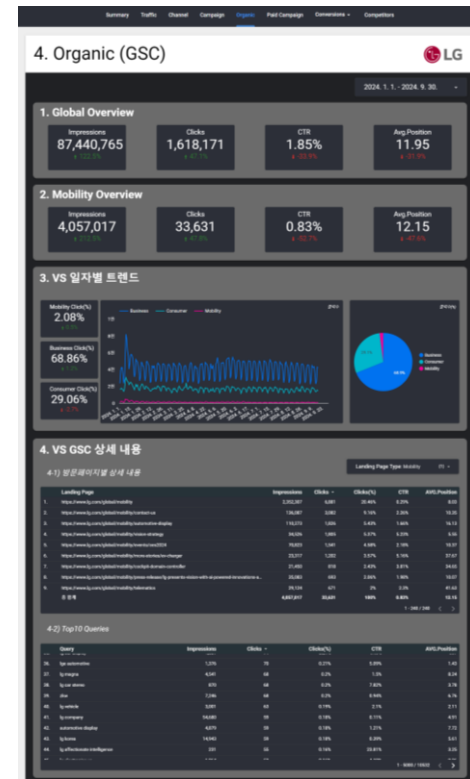
- 01 Homepage IA planning and migration progress: About page planning and production to strengthen company brand awareness/channel (About our company, Who we are, What we do best, Where to find us, Newsletter, Media center Page)
- 02 Developed Public/OEM segmented design in line with LG VI (Visual Identity) design system and initiated CRM based multi-campaign advancement to increase open rate
- 03 LG VS monthly/campaign result data report based on dashboard analysis (Looker Studio, Tableau)



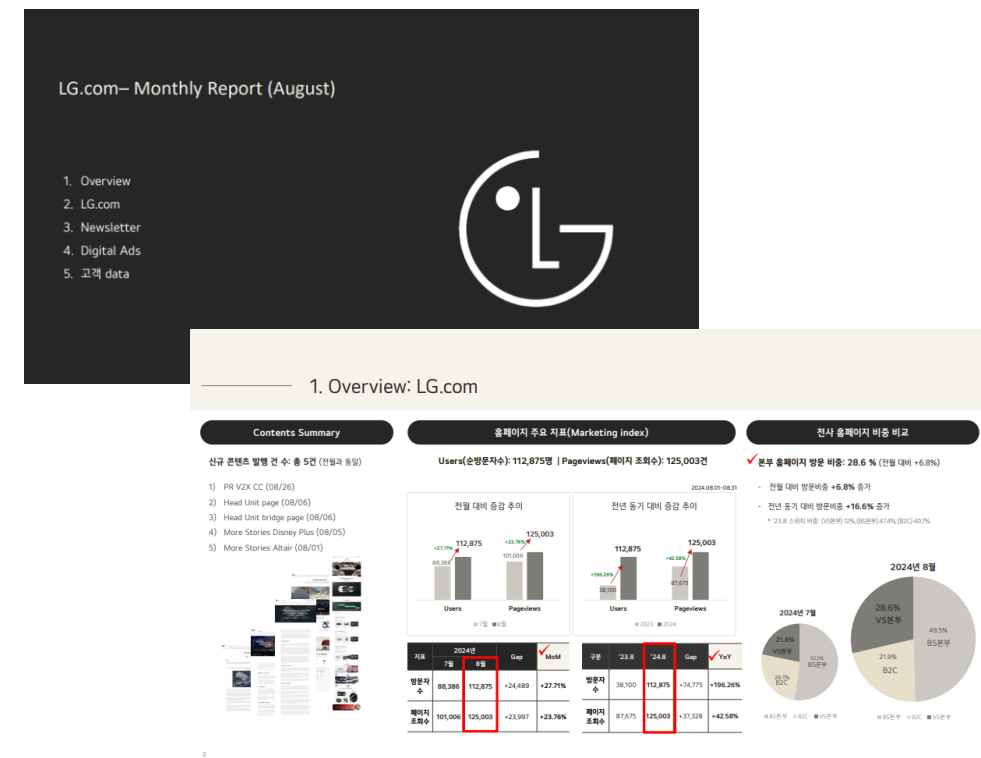
LG.com Website / About Page IA



EDM Campaign Execution



Dashboard Creation



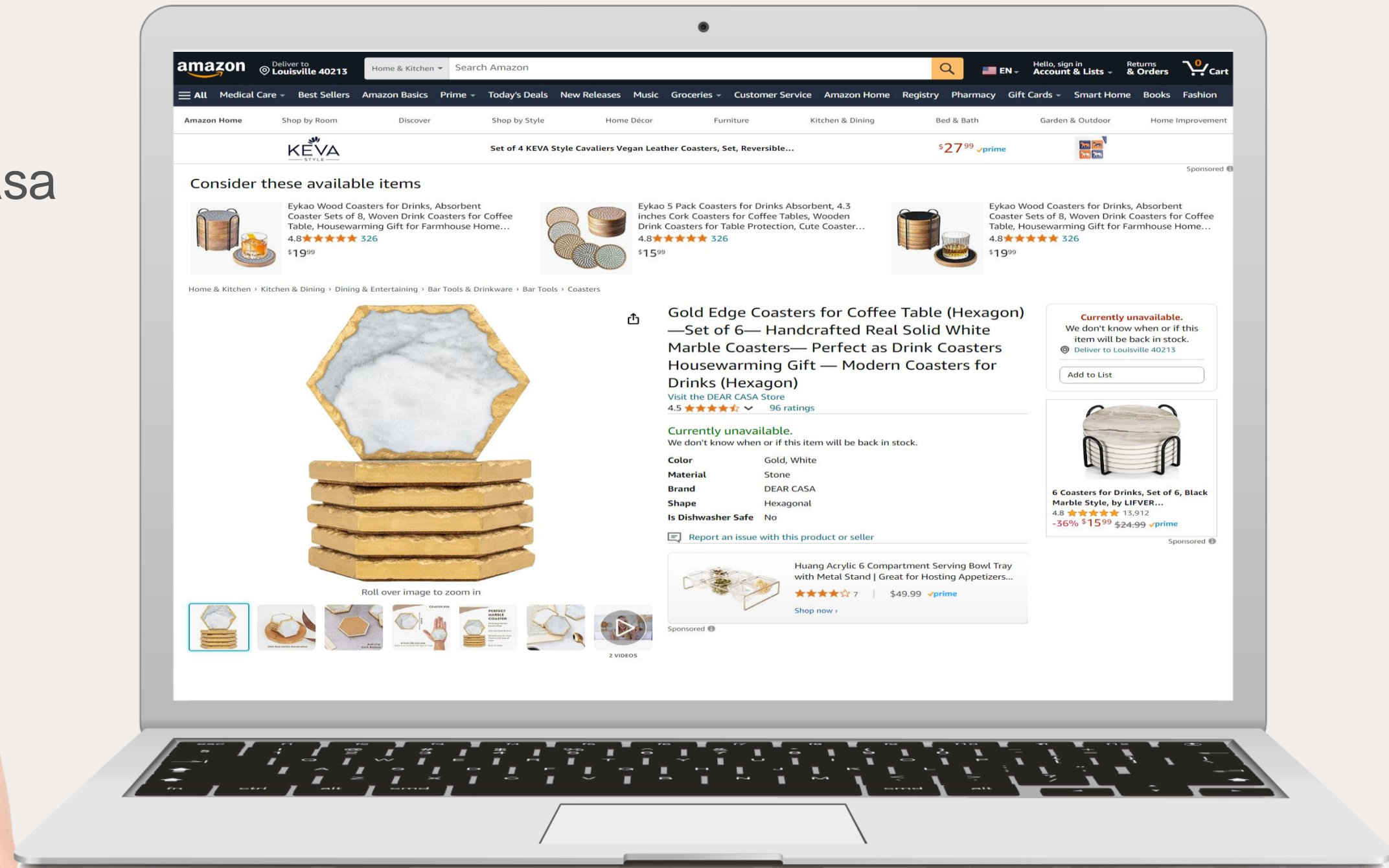
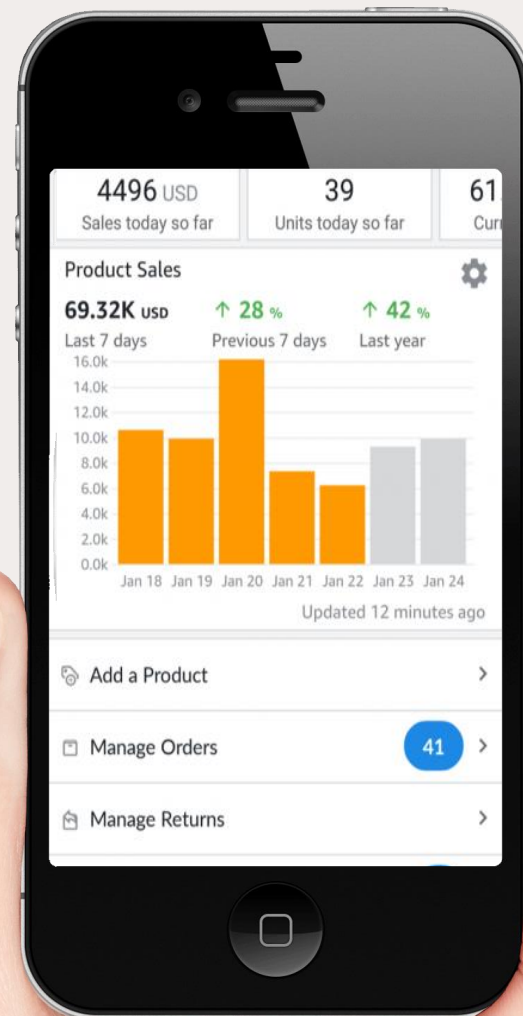
Monthly Report (Data Analysis)

[Go to Website >](#)

[Go to Dashboard >](#)

Business Development & Amazon Operation

Amazon FBA Account Manager
| Business Development Manager | Dear Casa



Period

Jun 2021 – Jan 2024

Result

- Increased unit sales by **40%** MoM
- Expansion of **MOQ 4000 & SKU 10**
- Resulted increase in conversion rate by **66.7%** MoM from **9% to 15%** through SEO

What I Did

- 01 Managed new product development with 10 SKUs and MOQ of 4000 units using go-to-market strategies in US and Canada
- 02 Increased organic sales by reaching +100 reviews through SEO and Google Analytics
- 03 Increased sales conversion by 40% through tracking sales activities, keyword ranking, campaigns, and sponsored ads (Amazon PPC, Meta)
- 04 Developed business leads from Alibaba and 3PL partners to expand marketing sales channels

[Go to Website >](#)



Influencer Marketing



Dear Casa
Coasters with Anti-slip Cork Bottom

CHANGE YOUR KITCHEN MOOD WITH DEAR CASA. WE PROVIDE LUXURIOUS NATURAL MOOD.

- 100% Real Marble Handcrafted
- Anti-slip Cork Bottom
- Suitable size for most commercial type of cups
- Easy to clean



100% Handcrafted White Marble

- Since this coaster set is made from real natural Marble, the look of the marble varies slightly from coaster to coaster. We've sized up these coasters for every size of glass, coffee cup, and more.

Gorgeous Elegance for Any Decor

- Give a modern touch to any space with these elegant white marble coasters for coffee table! Perfect for any setting, formal or casual.

Perfect for housewarming gift

- These luxurious Dear Casa marble coasters are just the answer to tying the bow on your decadent home. The luxurious box is even already ready for gifting.

Amazon Brand Website



Dear Casa Gold Edge Coasters for Coffee Table (Hexagon)
—Set of 6— Handcrafted Real Solid White Marble Coaste...
★★★★★ 93
\$27.99

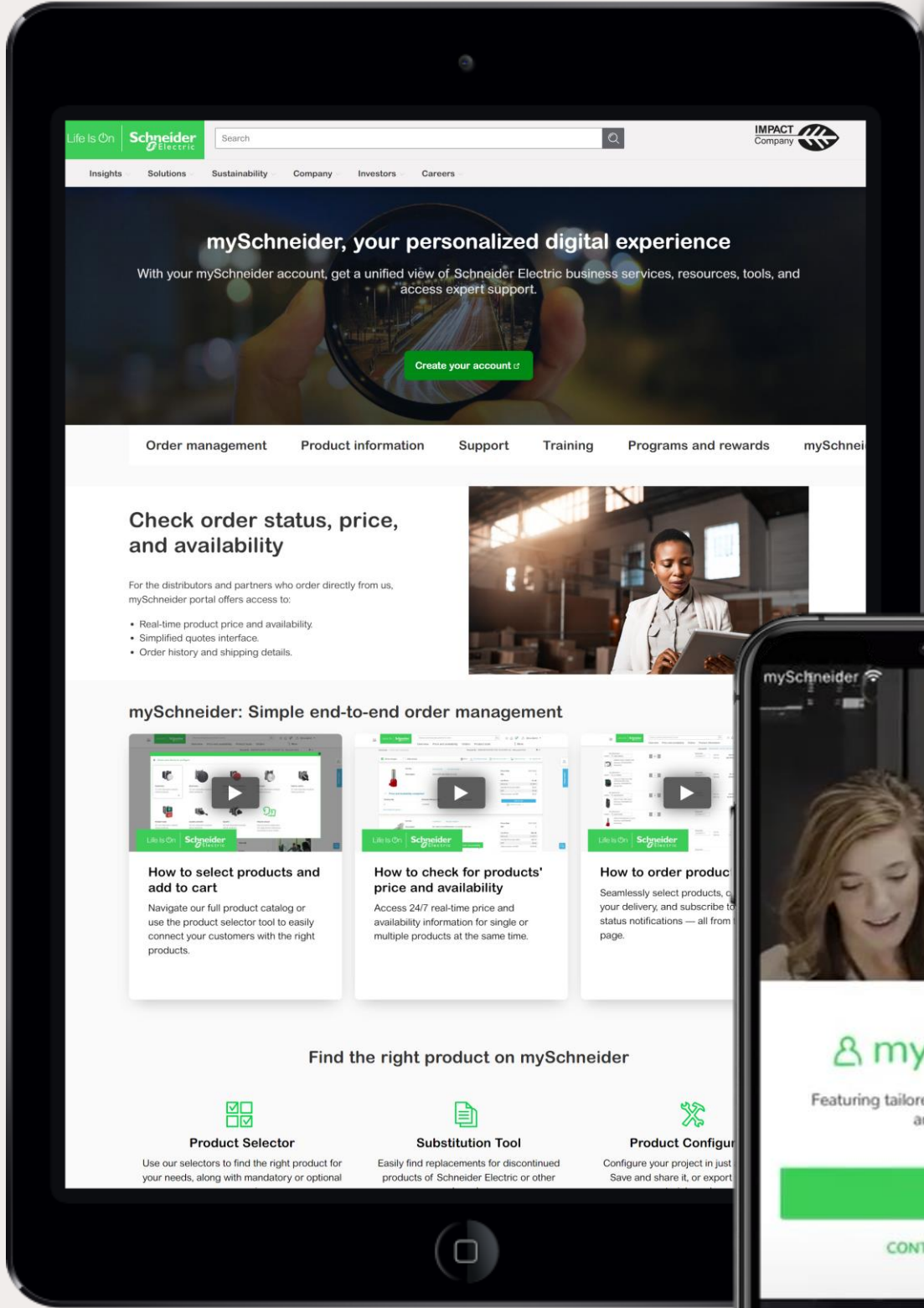
Have your coffee with gold marble coasters.

Bar Tools & Drinkware Dining & Entertaining Kitchen & Dining
Bar Coasters Bar Tools

Amazon Post & PPC

B2B Channel Management & Digital Platform Rollout

CX Marketer | Schneider Electric



Period

Apr 2021 – Feb 2022

Result

- Generated **13.3 million impressions and 105,000 clicks** on Product Launch Webinar
- Customer-On-Demand Digital Platform Rollout (MY SE)

What I Did

- Planned new IoT-based system webinar by developing push models through Marketo, writing B2B blog content, generating email marketing campaigns, and executing Google Ads campaigns
- Operated User Acceptance Testing (UAT) for the new digital platform rollout, collaborating with the DB CRM team
- Maximized campaign performance using CMS by localizing & transcreating global campaigns for APAC
- Managed SEO for three portfolios and supported sales program, e.g., inventory management and SAP product registration

[Go to Website >](#)



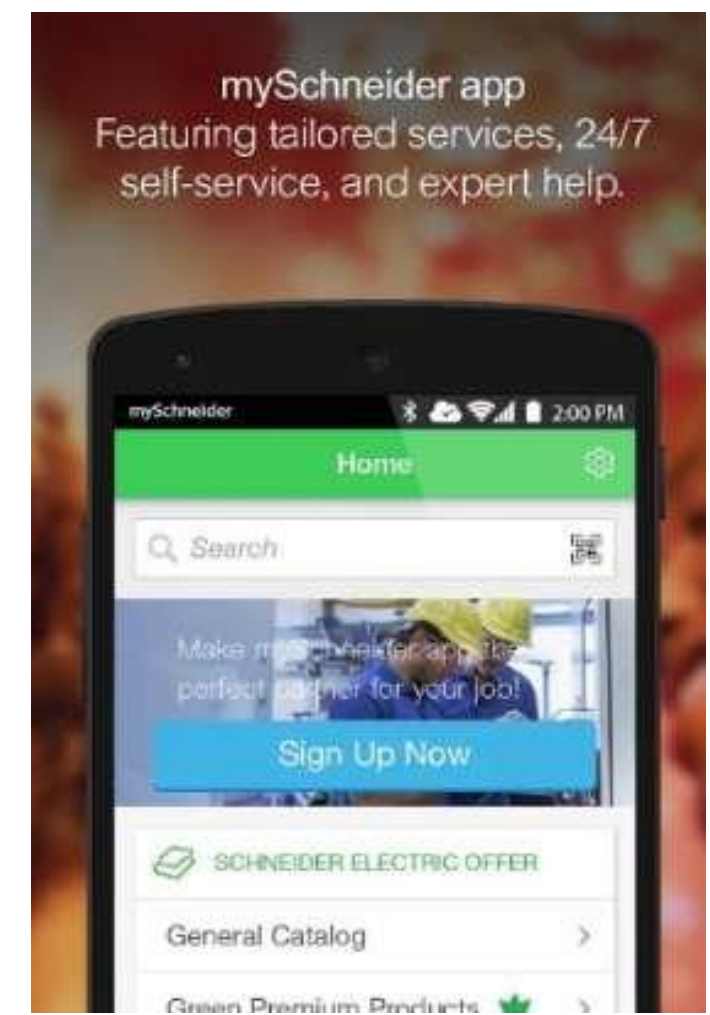
Life is On | Schneider Electric

Action Plan (WebNSS)

Initiative	Deliverable	Action Owner	Due Date	Status	Comments
UI & UX	<ul style="list-style-type: none"> Improve mail that has already been registered so that it is not necessary to register again Correct job options that do not fit the customer's situation Simplify categories to see similar products in one catalog 	U.S. LUX TFF	2022	Not Started	TBD
Product Info	Update the photos of the new EOCR products reflected globally	Seryeong	2022	Not Started	
Search	Direct to find a retailer that sells the certain product when clicking the 'Buy Product' button		2022	Not Started	TBD
Translation	Translation done on complaint requested product page	Jiye	February 10 th	Completed	Complained page issue resolved
Document & Content	<ul style="list-style-type: none"> Add missing CAD files and Catalog Add missing user manual for each product Add Korean version for user manual Check that CAD materials are added in both 2D and 3D 	Seryeong	2022	In Progress	
Functional Issue (Proc. speed)	<ul style="list-style-type: none"> Confirmed that the download works normally about product file download errors Confirmed that the loading speed is normally working on PC and phone 	Jiye	February 10 th	Completed	Complained page issue resolved
Request	<ul style="list-style-type: none"> Confirmed that membership registration email received normally Confirmed that technical inquiries and A/S phone numbers are provided 	Jiye	February 10 th	Completed	Complained page issue resolved



DB CRM RFP



Digital Platform Rollout



Product Launch Webinar

SUGGESTION

As a Professional Marketing Manager & Account Manager with 4+ years of experience in Tech, Electronics, E-commerce sector :)

- Proven expertise in business development, sales campaign, marketing execution, business growth, and data analysis
- Solid analytical and problem-solving skills by analyzing performance, driving insights, and implementing optimal solutions
- Possess an international and multi-cultural background; open-minded individual who contributes to diversity; open to Relocation

I could contribute on helping B2B companies scale their brands with digital marketing and account management.

[Selena Hong's LinkedIn](#)

[Selena Hong's Website](#)



**Data Oriented Result
Cooperation
Creativity**

Selena Hong

Digital Marketer

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