

# SELENA HONG

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## PROFILE HIGHLIGHT

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- Professional **Marketing Manager & Account Manager** with 4+ years of experience in Tech, Electronics, E-commerce sectors
- 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**
- Sound teamwork, leadership capabilities and outstanding communication skills with fluency in **English and Korean**

## SKILL

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- **Cultural Sensitivity & Language Proficiency** | Korean (Native), English (Fluent), Spanish (Basic)
- **Data Analytics & Marketing Automation** | Proficient in Excel, Google Analytics 4, Google Ads, Looker Studio, Tableau (BI)
- **Brand Management & E-commerce & Digital Sales Acumen** | Launched United States Patent Authorized (USPTO) brand, 3 years of E-commerce operation in Amazon US/Canada marketplace

## WORK EXPERIENCE

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**Marketing Consultant (LG)** | Concentrix | Seoul, Korea Jan 2024 – Present

- **Marketing Strategy, Channel Marketing, Campaign Execution, KPI Metrics**
  - Played a pivotal role in the formation and implementation of marketing strategy particularly for LG Vehicle Solutions (VS)
  - Developed integrated marketing planning and executed marketing activities across various channels including LG.com, microsites, LinkedIn, EDM, and SEO in liaison with the HQ Marketing team
  - Planned and created the client's website, LG.com, including category, PLP, and PDP based on UI/UX and achieved a 446% YoY increase in unique visitors and page views through CRM campaigns and digital marketing channels (Eloqua, AEM)
  - Handled SEO, website development, portfolio management, and social/webinar channel marketing
- **Lead Generation, A/B Testing, Conversion Rate, Performance Analysis, Reporting**
  - Responsible for generating sales leads and successfully increased B2B leads by 115% YoY from 2,095 to 4,516
  - Executed A/B test email campaigns to optimize subject lines, content, and send times
  - Utilized email marketing platforms and HTML/CSS for email template customization and responsive design
  - Increased conversion rates by 23% through the implementation of GA4 data, Looker Studio, and Tableau
  - Created custom dashboards, analyzed campaign performance, provided market insights and monthly KPI reports for covering global markets, including the US, India, Canada, Germany, the UK, and Japan
  - Coordinated closely with the HQ Korea to implement global brand management standards

**Amazon FBA Account Manager | Business Development Manager** | Dear Casa | Self-employed Jun 2021 – Jan 2024

- **Account Management, Sales Growth, Client Engagement, Marketing Optimization**
  - Responsible for ecommerce account and sales management for interior and lifestyle products on the Amazon US platform
  - Generated sales leads through outbound and inbound sales utilizing CRM tools
  - Managed SCM planning and FBA sales by optimizing inventory, negotiating pricing with Alibaba and 3PL partners, implementing marketing campaigns (HubSpot/LinkedIn), and participating in Amazon Prime Day and Black Friday
  - Increased unit sales by 40% month-over-month by conducting warm/cold calls and email outreaches to activate new clients
  - Managed new product development with 10 SKUs and MOQ of 4000 units using go-to-market strategies in US and Canada
  - Increased sales conversion by 25% through tracking sales activities, keyword ranking, campaigns, and sponsored ads (Amazon CPC, Facebook Ads) and achieved 100 organic reviews by nurturing prospects and increasing organic sales

**Marketing Specialist | CX Marketer** | Schneider Electric | Seoul, Korea Apr 2021 – Feb 2022

- **Channel Management, Marketing Planning, Campaign Execution, Sales Program**
  - Managed B2B channels and planned BTL programs based on SEO and Customer Experience Journey, including digital platform rollout, webinars for B2B marketing, portfolio management, and SEO
  - Supported the planning of a new IoT-based system webinar by developing push models through Marketo, writing B2B blog content, generating email marketing campaigns, and executing Google Ads campaigns.
  - Carried out 22 Google Ads campaigns, generating 13.3 million impressions and 105,000 clicks, tracking performance through Semrush and Google Analytics for the IoT-based system webinar
  - Operated User Acceptance Testing (UAT) for the new digital platform rollout, collaborating with the DB CRM team
  - Managed SEO for three portfolios and supported sales program, e.g., inventory management and SAP product registration
  - Maximized campaign performance using CMS (Marketo) by localizing/transcreating global campaigns for local markets

## EDUCATION

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**UNIVERSITY OF GRONINGEN**  
**CHONNAM NATIONAL UNIVERSITY**  
Bachelor of Business Administration

Groningen, Netherlands  
Gwangju, Korea  
2018-2024

SELENA HONG

Phone: +971549959447 | +821077691683 (whatsapp) | Email: [s.jihye.hong@gmail.com](mailto:s.jihye.hong@gmail.com)

Dear Sir/Madam,

I am extremely enthused to apply for this position. I have discovered that your company offers top-notch solutions, demonstrates professionalism in customer management, and delivers market-leading services. These factors have greatly appealed to me, motivating me to apply for the position. I firmly align with the company's vision and objectives, and I am excited to join this successful journey. I am confident that my background and passion will enable me to make valuable contributions. Therefore, I would like to emphasize some of my key competencies that may be of interest to you:

**First, I have a strong Marketing & Account Management Background.** I have over four years of experience in marketing and account management. In my current capacity as a Marketing Consultant at Concentrix, I am instrumental in the development and implementation of marketing strategy exclusively for LG Vehicle Solutions (VS). In collaboration with Headquarters, I have developed integrated marketing plans and executed marketing activities across various channels, including LG.com, microsites, LinkedIn, EDM, and SEO. Notably, I developed the client's website, LG.com, and achieved a 446% year-over-year increase in unique visitors and page views through CRM campaigns and digital marketing channels. By proactively managing SEO, website development, portfolio management, and social/webinar channel marketing, I generated sales leads and successfully increased B2B leads by 115% year-over-year. Previously, I founded a start-up company called Dear Casa and concurrently worked as an Amazon FBA Account Manager and Business Development Manager. I was responsible for end-to-end ecommerce account and sales management for interior and lifestyle products on the Amazon US platform. I implemented marketing campaigns and executed events during Amazon Prime Day and Black Friday. Overall, I increased sales conversion by 25% through tracking sales activities, keyword ranking, campaigns, and sponsored ads, and achieved 100 organic reviews by nurturing prospects and accounts. These experiences have significantly enhanced my proficiency in the marketing and account management domain.

**Second, I have profound Analytical and Problem-Solving Skills.** I studied in Business Administration from the University of Groningen and Chonnam National University. The relevant coursework and school engagement provided a solid foundation for developing an analytical mindset. During my studies, I worked as a CX Marketer at Schneider Electric, managing B2B channels and BTL programs based on SEO and Customer Experience Journey. I supported the planning of a new IoT-based system webinar by developing push models through Marketo, writing B2B blog content, generating email marketing campaigns, and executing Google Ads campaigns. Particularly, I conducted 22 Google Ads campaigns and tracked performance through Semrush and Google Analytics for the IoT-based system webinar which successfully resulted in generating 13.3 million impressions and 105,000 clicks. In collaboration with the CRM team, I operated the User Acceptance Testing (UAT) for a new digital platform rollout. In order to advance my technical skills, I achieved relevant certifications, including ICDL/IMD Digital Marketing and HubSpot's Social Media Marketing. My ability to multitask and manage diverse responsibilities effectively has honed my analytical, problem-solving, attention to detail, time management, and coordination skills. These experiences underscore my exceptional discipline and strong sense of ownership.

Last but not least, **I have excellent Teamwork & Communication Skills.** Throughout my professional journey, I have had the privilege of benefiting from an array of resources and networks. My tenure global organizations has afforded me the opportunity to lead cross-functional initiatives while interacting with diverse counterparts. My innate passion for teamwork has enabled me to excel in environments that promote teamwork and collaboration. These experiences have shaped me into an open-minded individual who thoroughly enjoys engaging with people from a variety of backgrounds. As an effective communicator, I possess exceptional language proficiency in English and Korean. Given your organization's global presence and diversity, I will be able to fit in and contribute to the team bringing my strong qualifications.

With my given abilities and skill sets, I am confident that I can add value and contribute to the team. I am excited at the prospect of the upcoming position and have enclosed my resume for your review. Thank you for your time and consideration.

Yours Sincerely,  
**SELENA HONG**