

**Selena Hong**

**Digital Marketing  
Portfolio**  

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# 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

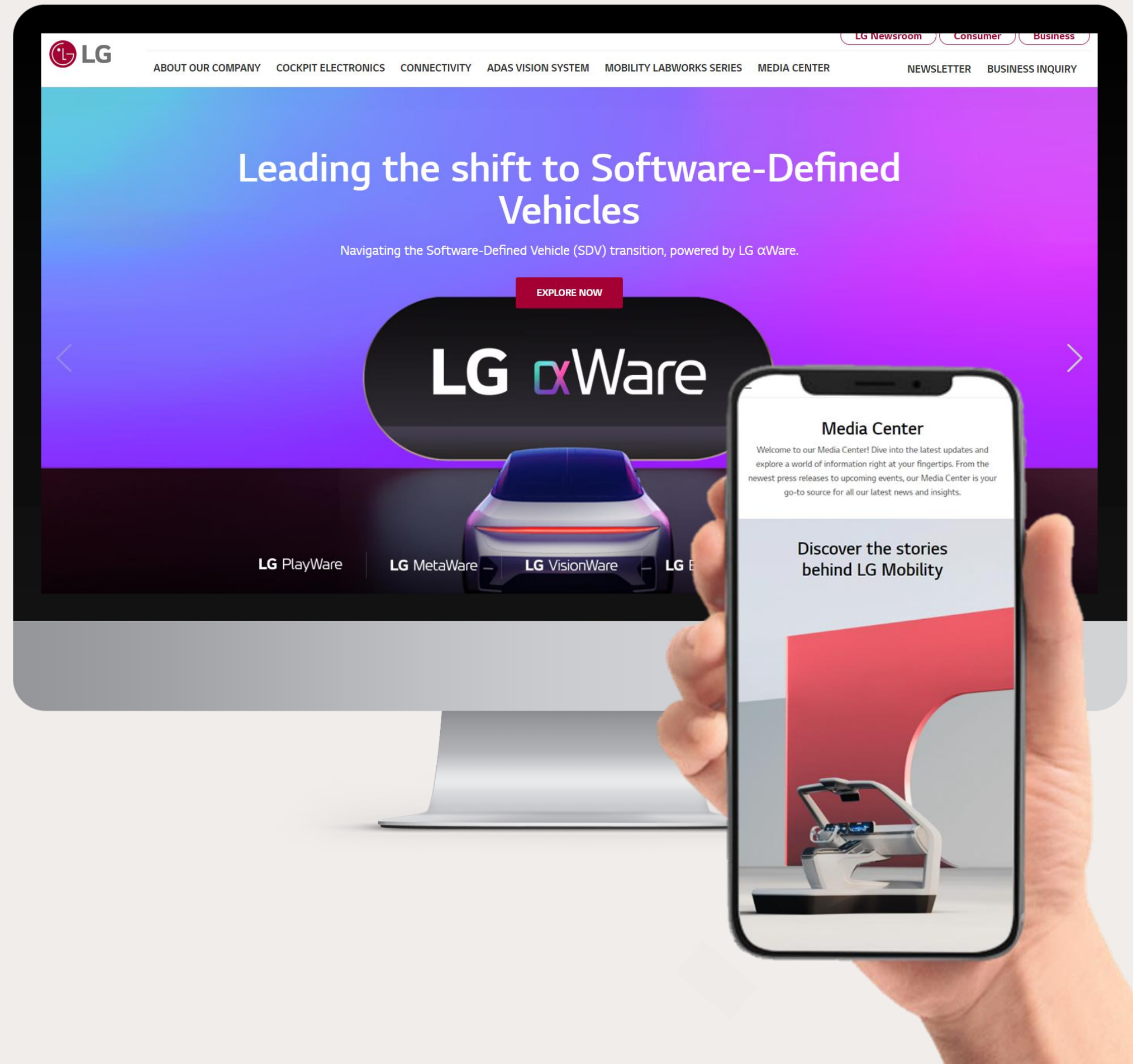
1. Building Global Website (Category, PLP, PDP)
2. Alibaba & 3PL Account Management / Inventory Operation
3. Amazon PPC Advertising / SEO

## 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

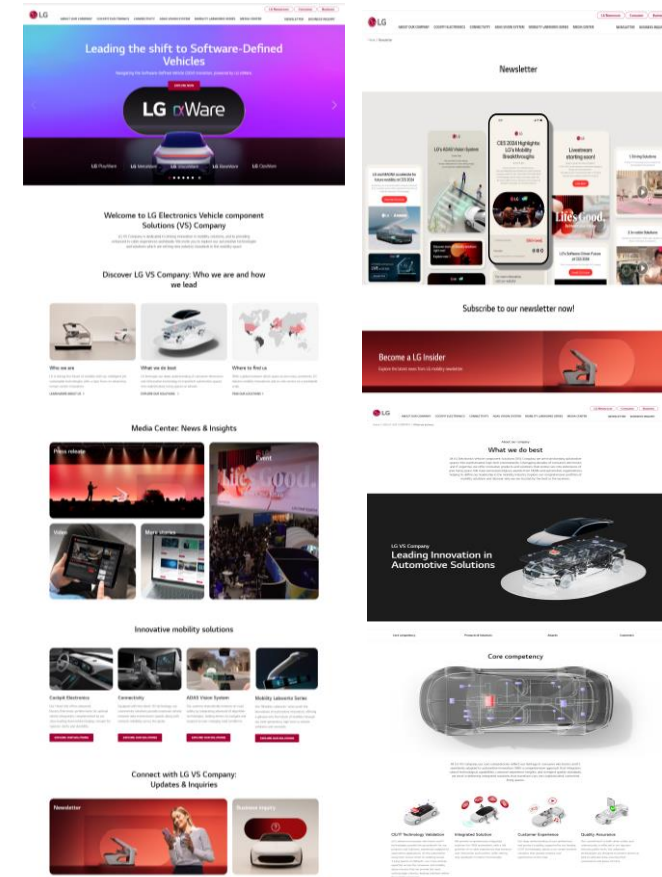
Jan 2024 – Present

# Result

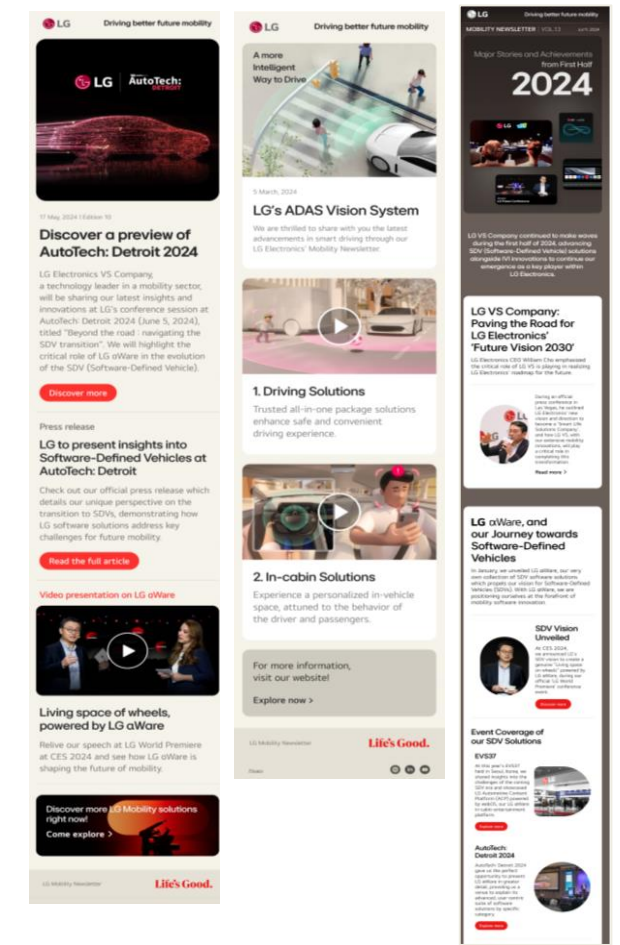
- Increased LG.com Annual visitors by **168.6%** YoY from **249,000 to 670,000**
- Increased Mobility Newsletter subscribers by **298.4%** YoY from **2,095 to 8,347**

# 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)



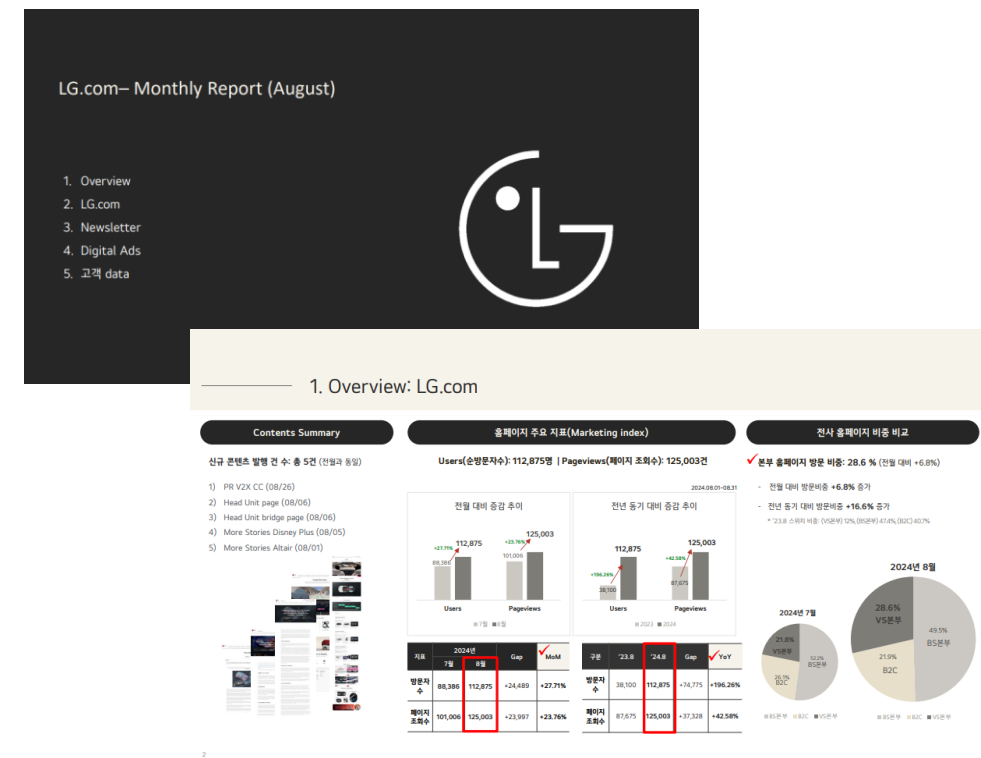
LG.com Website / About Page IA



EDM Campaign Execution



Dashboard Creation



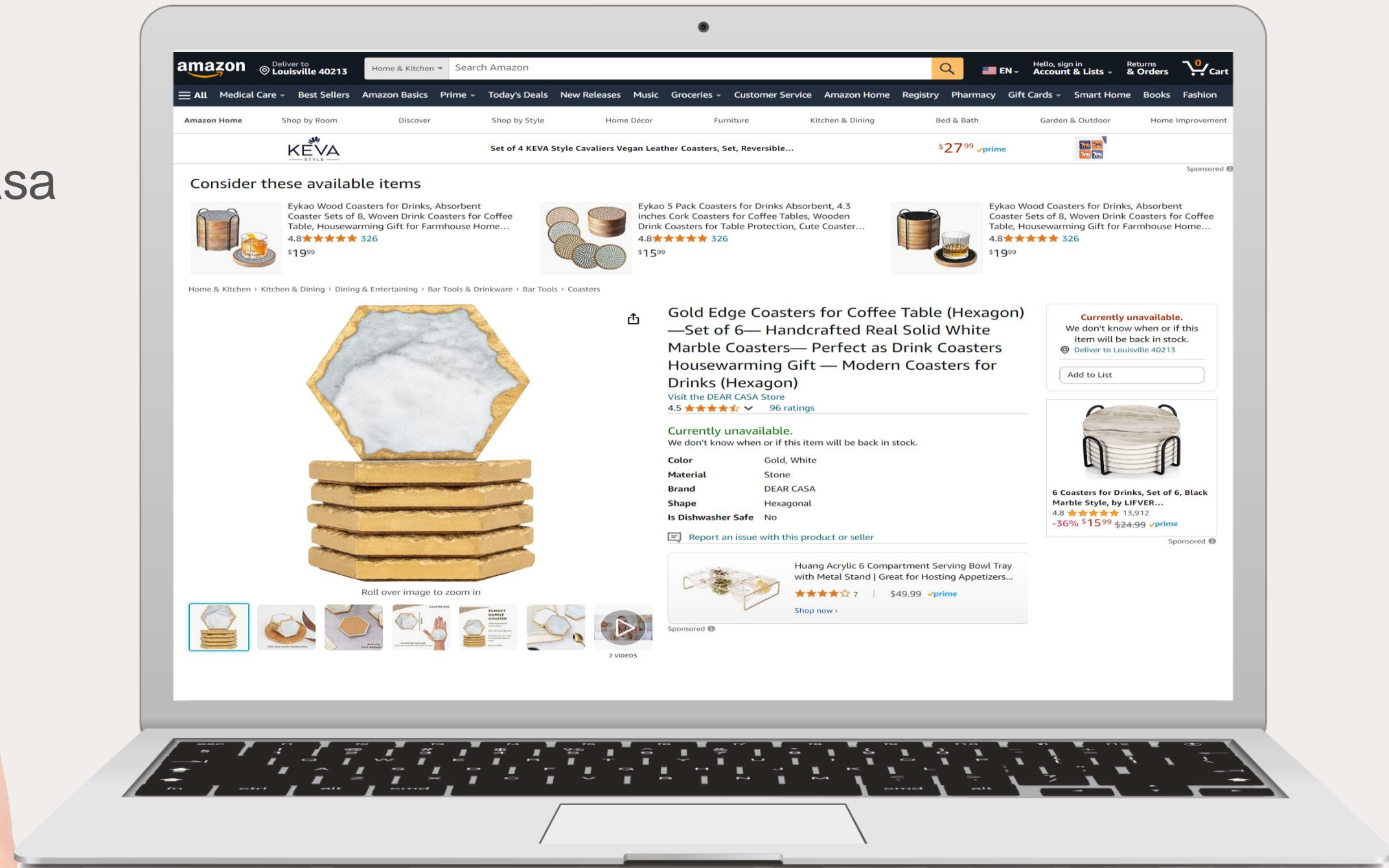
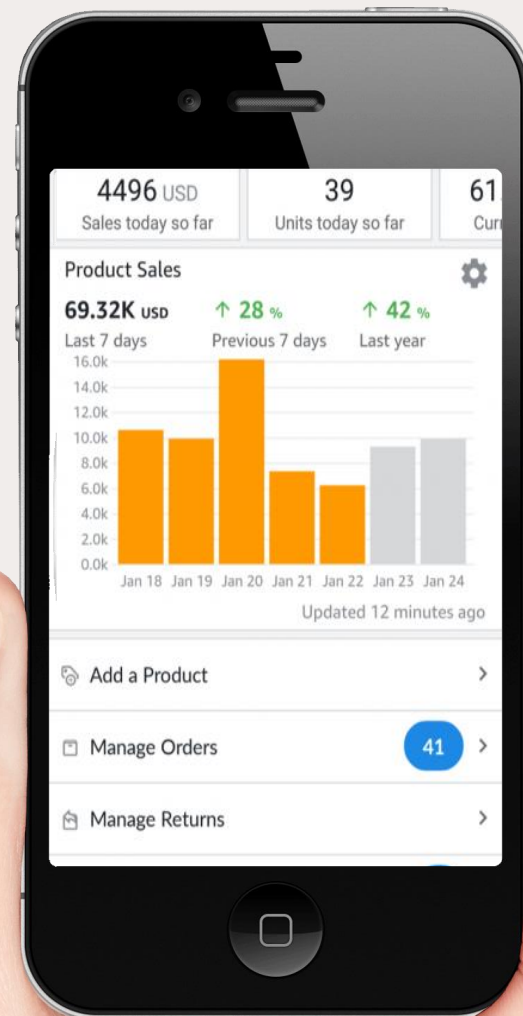
Monthly Report (Data Analysis)

[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

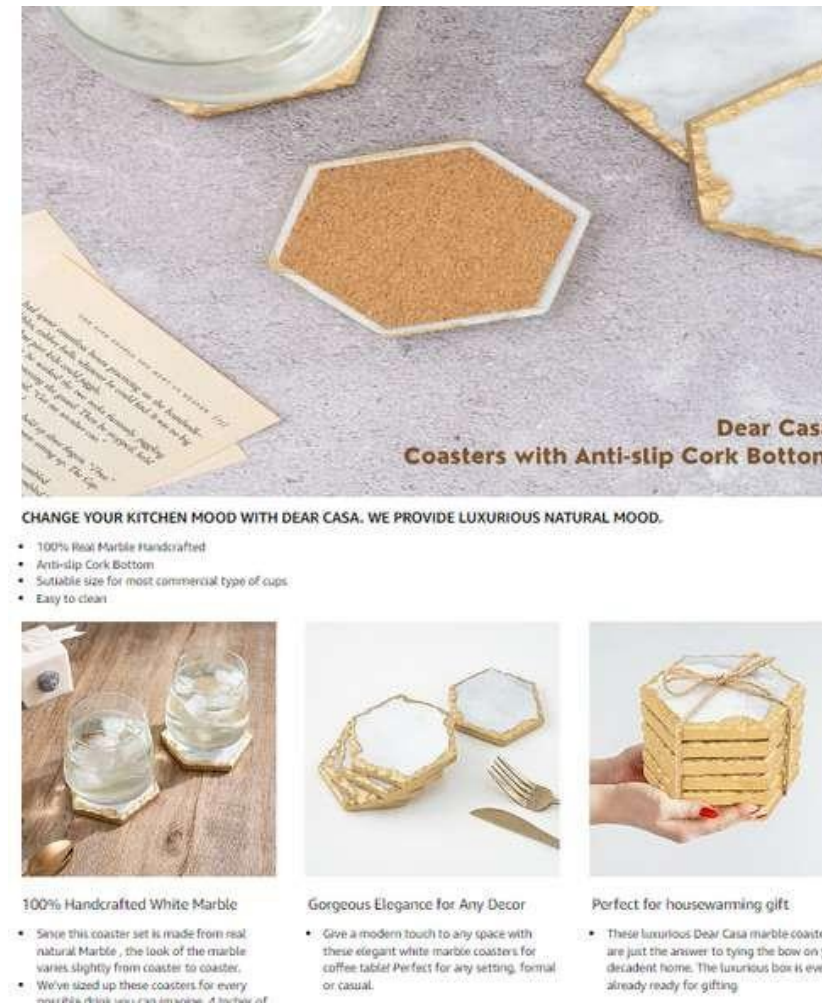
# What I Did

- 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

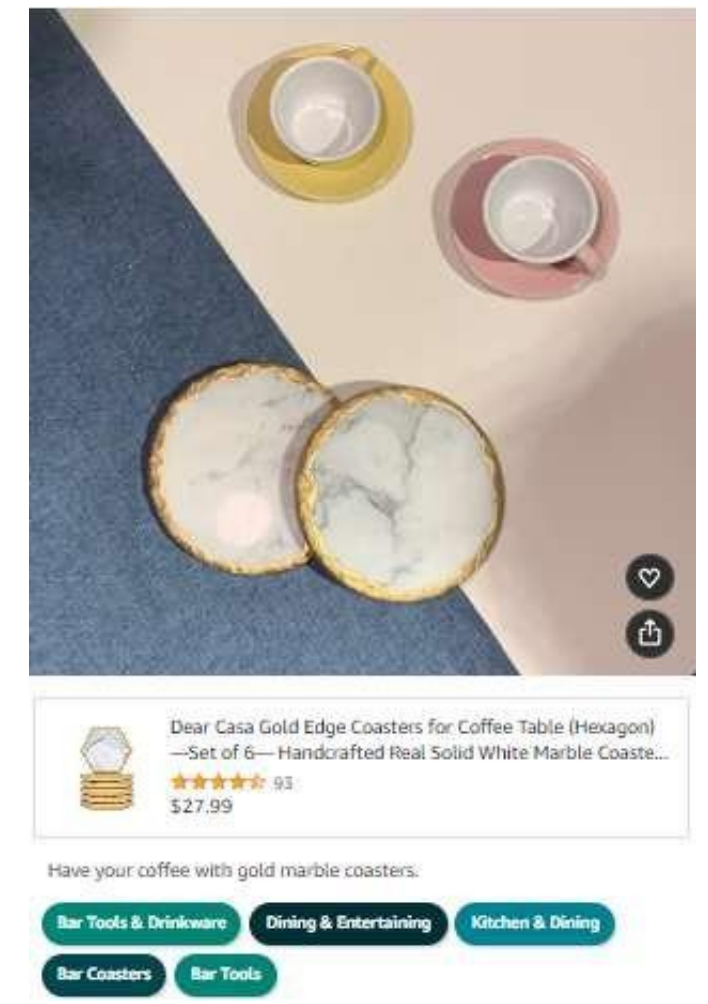
[Go to Website >](#)



Influencer Marketing



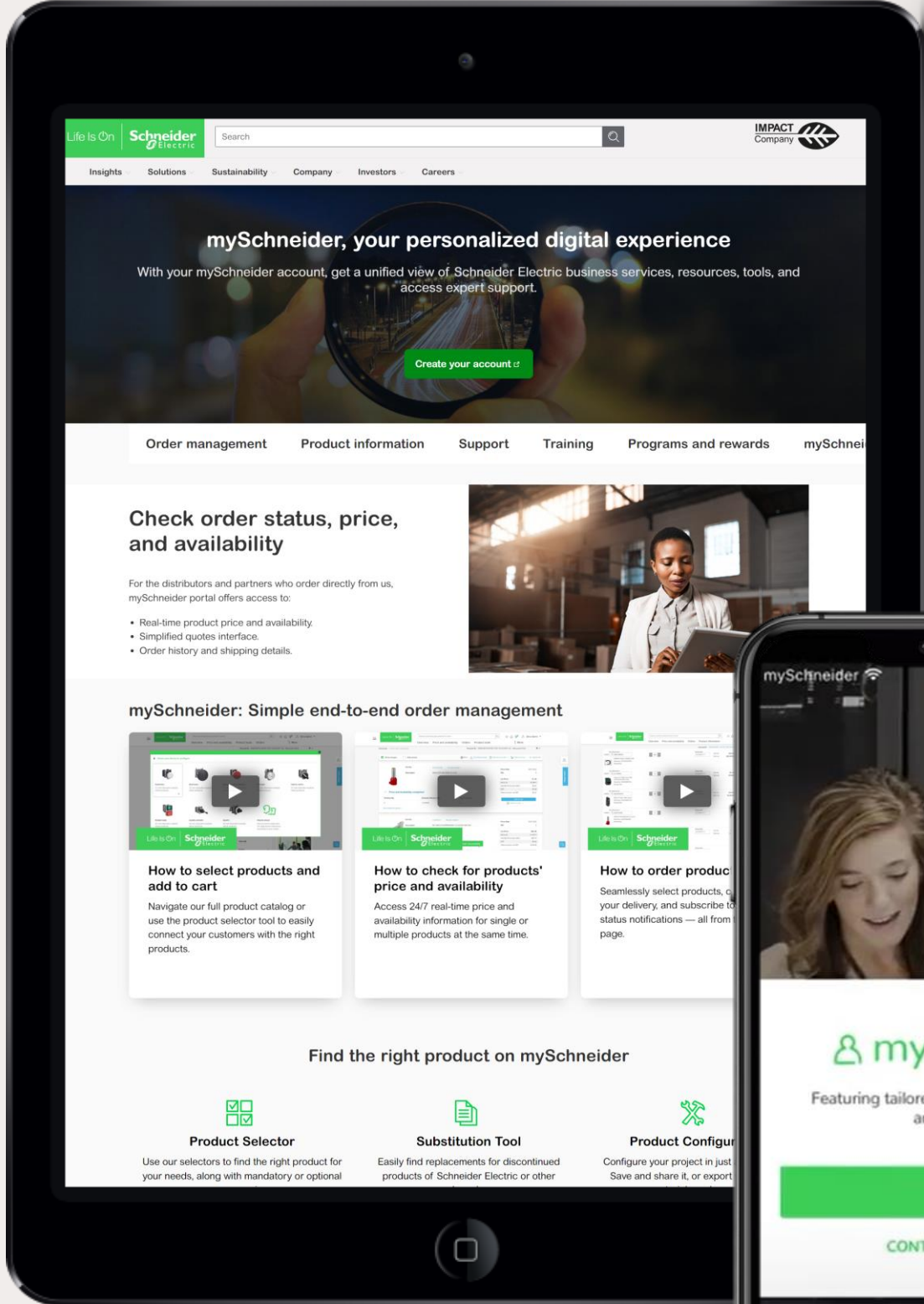
Amazon Brand Website



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 >](#)



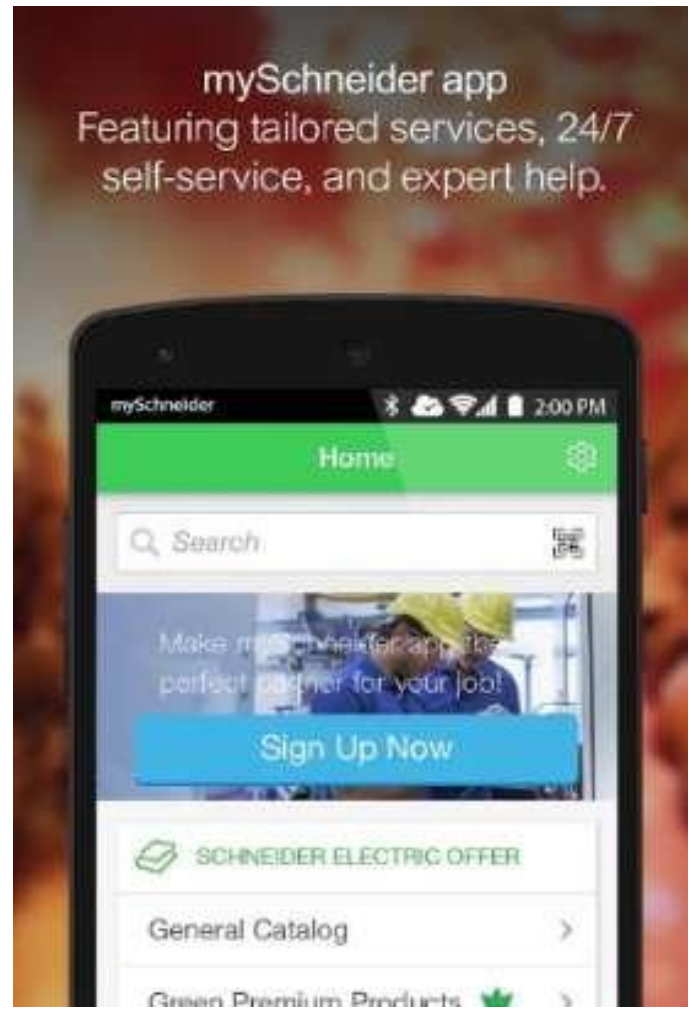
Life is On | Schneider Electric

### Action Plan (WebNSS)

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



DB CRM RFP



Digital Platform Rollout

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### TeSys island

디지털 모터관리 시스템의 모든 것

웨비나 온디맨드 시청

TeSys island는 슈나이더 일렉트릭의 IoT 기반 디지털 모터 관리 시스템으로서 웹페이지에서는 신제품 기능 및 개요서면, Q&A 영상까지 모두 확인하실 수 있습니다.

이름

성

회사명

전화번호

이메일 주소

이메일을 등록하시겠습니까?

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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