

YENA KIM

BRAND & GROWTH MARKETING MANAGER

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SUMMARY

Strategic Growth Marketer and Brand Marketing Manager with 6+ years of experience scaling startups and managing global brand accounts including LG Display and Unique startups. Specialized in building content-driven marketing funnels that combine analytical strategy with creative execution. Proven track record of organic growth, audience development, and lifecycle marketing, scaling digital communities to 18K MAU.

PROFESSIONAL SKILLS

Adobe Creative Suite Meta Business Suite
Google Analytics

EDUCATION

Sookmyung University 2018 - 2022
B.A. in Entrepreneurship | B.A. in Cultural Management

PROFESSIONAL EXPERIENCE

STUDIO SUNSET | Founder & Freelance Director

2024.12 - Present

Growth & Performance

- Scaled 3+ startups to 18,000 MAU and 5,000+ followers through intent-driven content funnels and organic growth across Instagram, Meta, and Reddit. Value-first community engagement growth.

Content Strategy & Brand Systems

- Designed end-to-end content systems for 10+ brands, translating early-stage business models into persuasive digital storytelling and conversion-focused user journeys.

Project & Resource Management

- Managed 10+ concurrent client projects, optimizing limited startup budgets while coordinating creators, designers, and stakeholders to deliver high-impact campaigns.

NEW IMAGE CLUB | Brand Manager

Jan 2021 – Dec 2024

Global Campaign Excellence (LG Display)

- Led end-to-end social strategy for LG StanbyME, driving a 15% increase in follower engagement through content optimization. Produced lifestyle creative assets for the QNED line, successfully aligning visual storytelling with high-end market positioning.

Strategic Rebranding

- Led full SNS rebranding for 5+ niche brands, strengthening brand consistency across all digital channels.

Market Entry & Launch

- Spearheaded end-to-end go-to-market strategies for new brands, leading the entire lifecycle from market research and positioning to successful launch execution.

INNOCEAN WORLDWIDE | Intern Brand Manager

Feb 2018 – Jan 2019

Global Brand Identity (Hyundai)

- Managed CI/SI (Corporate/Space Identity) for international dealerships to ensure seamless global brand consistency.

International Coordination

- Liaised with overseas partners on design execution, pricing, and quality control to maintain standards across diverse markets

ADDITIONAL INFORMATION

- Languages:** English, Korean
- Awards :** SK Group Startup Competition (1st), Individual Entrepreneurship (1st), Sookmyung Startup Club (2nd).
- Portfolio:** 50+ Clients (Global leaders like LG to startups)
- Budget:** €350 – €200,000 annual scale