

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

Business Development & Amazon Brand Operation

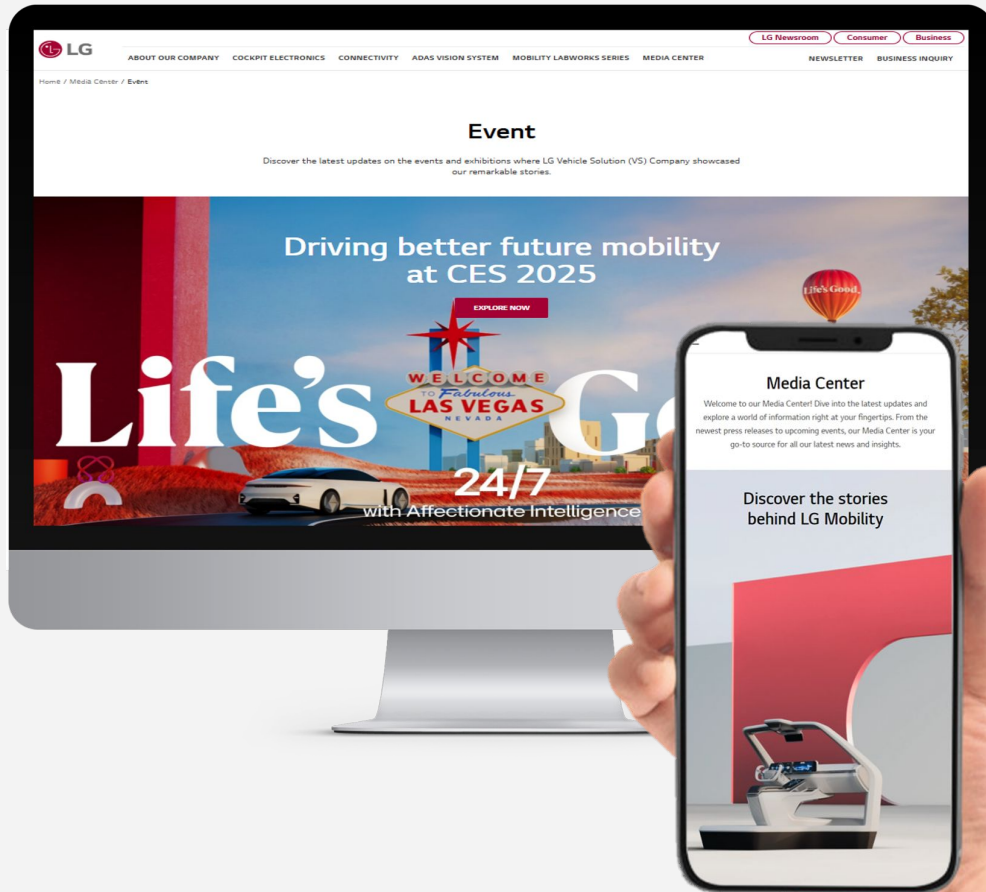
1. Building Global Website (Category, PLP, PDP)
2. Alibaba & 3PL Account Management / Inventory Operation
3. Amazon PPC Advertising / SEO

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 - May 2025

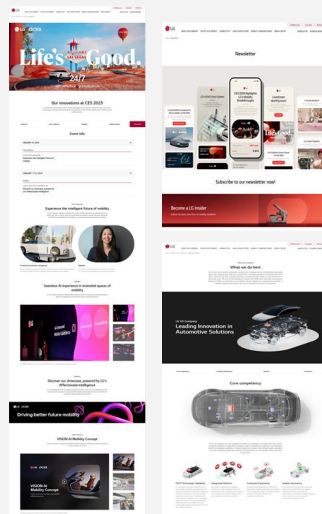
Result

- 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**

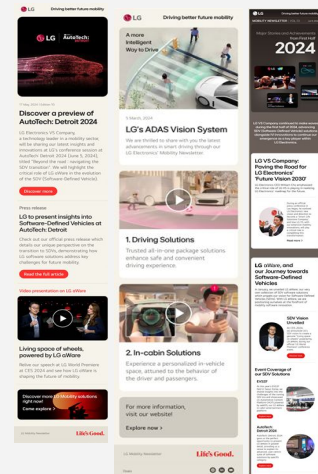
What I Did

- 01 Supported global campaign calendars and timelines for CES 2025 and IAA, managing LG.com global website, Google Ads, LinkedIn, email marketing, and SEO
- 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)
- 04 Homepage IA planning and migration progress:
About page planning and production to strengthen company brand awareness/channel

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LG.com Website / About Page IA



EDM Campaign Execution



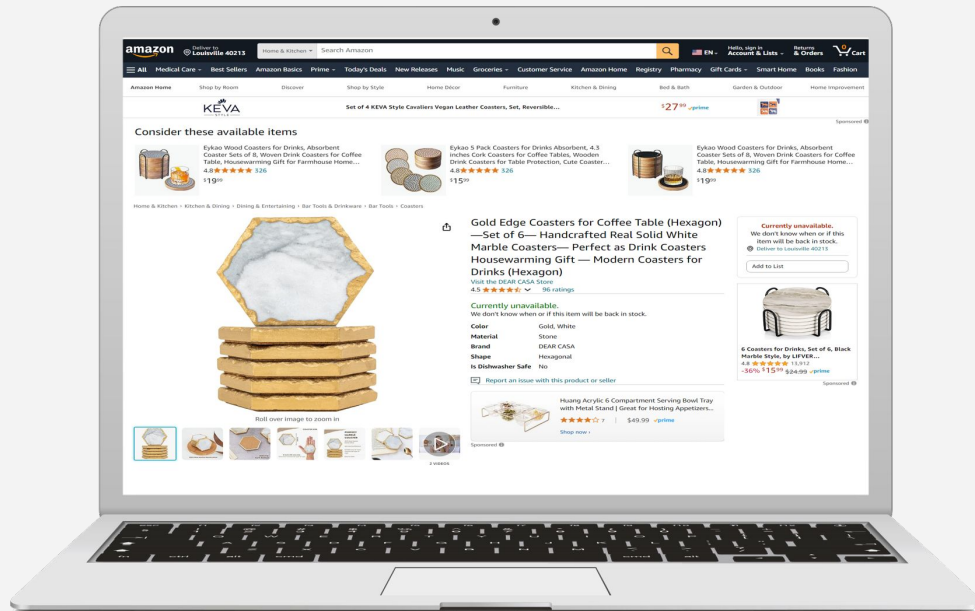
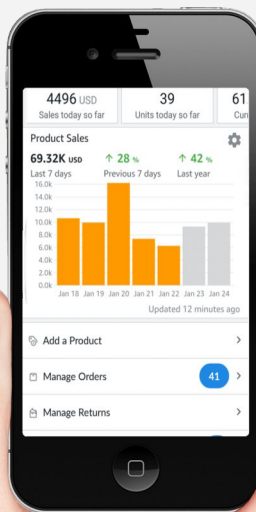
Dashboard Creation



Monthly Report (Data Analysis)

Business Development & Amazon Operation

Amazon FBA Account Manager
Business Development Manager I Dear Casa



Period

Jun 2021 – Jan 2024

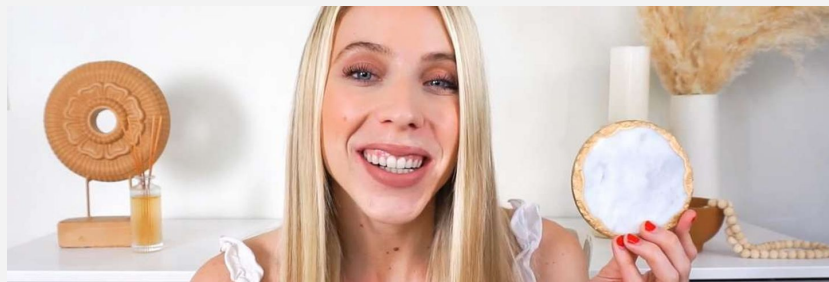
Result

- 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

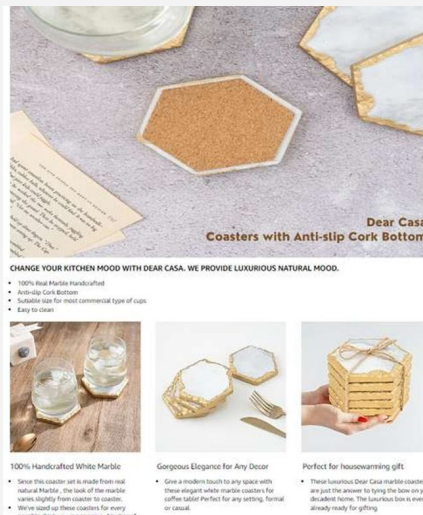
What I Did

- 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

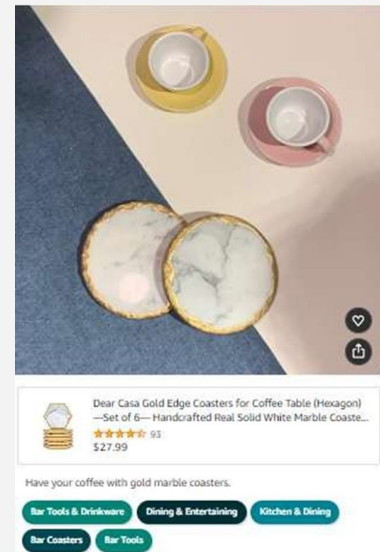
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Influencer Marketing



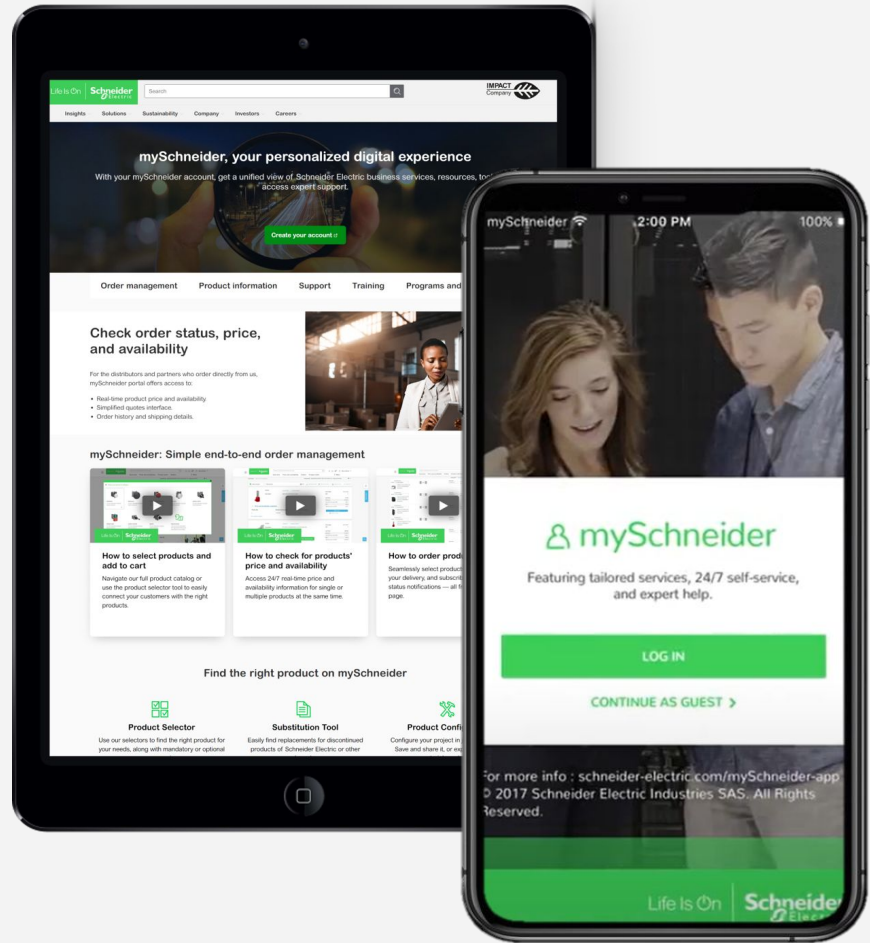
Amazon Brand Website



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

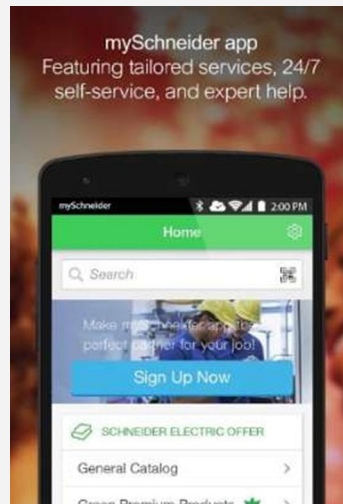
- Planned new IoT-based system webinar by developing push models through Marketo, writing B2B blog content, generating email marketing campaigns, and executing Google Ads campaigns
- Operated User Acceptance Testing (UAT) for the new digital platform rollout, collaborating with the DB CRM team
- Maximized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

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Action Plan (WebNSS)

Category	Subcategory	Assign Owner	Due Date	Status	Comments
UI & UX	Review and test the design items registered as WebNSS and implement in English and Korean. Check the usability of the design items and the usability of the design items.	UI/UX Lead	2022	Not Started	
Product info	Update the product of the new EICSS products reflected globally.	Marketing	2022	In Progress	
Navigation	Translation done on content requested product page.	UI/UX	February 10th	Completed	Completed page issue resolved
Navigation & Content	Address missing CUI-Info and Catalog and missing description on each product.	Marketing	2022	In Progress	
Functional issue (Fix - Speed)	Confirmed that the content was normally about product the information.	UI/UX	February 10th	Completed	Completed page issue resolved
Resolved	Confirmed that the content was normally about product the information.	UI/UX	February 10th	Completed	Completed page issue resolved



Digital Platform Rollout



DB CRM RFP

Product Launch Webinar

SUGGESTION

I am a Performance-driven Digital Marketing Specialist with 4+ years of experience in digital campaigns, brand strategy, and marketing coordination across tech, e-commerce, and B2B industries.

- Proven expertise in **Event Planning, Execution & Reporting** | Digital & BTL Campaign Planning
CES & Global Tech Events
- **Digital Platforms & Website Management** | Email Marketing (eDM) | Copy writing | SEO & SEM
Brand Management
- **Data Analytics & Budget Management** | Proficient in Excel, Google Analytics, Google Ads, Tableau (BI)
KPI Dashboards
- Possess an **international and multi-cultural background**; open-minded individual who contributes to diversity

[Selena Hong's LinkedIn >](#)

[Selena Hong's Website >](#)

**Data Oriented Result
Cooperation
Creativity**

Selena Hong

Digital Marketer

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