

# SELENA HONG

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## PROFILE HIGHLIGHT

- 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
- Contributed to a 446% YoY increase on LG.com traffic by optimizing landing page for better user experience and SEO performance
- Spearheaded over 20 global campaigns including CES2025 and IAA, resulting in a 115% year-over-year increase in B2B leads, growing from 2,095 to 4,516, through optimized paid search (PPC) and email marketing strategies

## SKILL

- Proven expertise in **Event Planning, Execution & Reporting** | Digital & BTL Campaign Planning | CES & Global Tech Events
- **Data Analytics & Budget Management** | Proficient in Excel, Google Analytics, Google Ads, Tableau (BI), KPI Dashboards
- **Digital Platforms & Website Management** | Email Marketing (eDM) | Copy writing | SEO & SEM | Brand Management

## WORK EXPERIENCE

**Marketing Specialist** (LG Electronics) | Concentrix | Seoul, Korea Jan 2024 – May 2025

- **Content Marketing Strategy, Email Marketing, Campaign Management, SEO & SEM**
  - Supported global campaign calendars and timelines for CES2025 and IAA, managing LG.com global website, Google Ads, LinkedIn, email marketing, and SEO
  - Executed 20+ content-driven campaigns, leading to a 446% YoY increase in unique visitors and 115% B2B lead growth
  - Managed Google Ads, email marketing via Marketing Clouds, and SEO, increasing organic search rankings by 30% and open rates by 18%
  - Assisted with eDM messaging and layout, aligning communications to brand strategy across all channels
  - Collaborated with internal & external stakeholders for campaign production and localization efforts across global markets
- **Analytics & Reporting, Market Research, A/B Testing, Campaign Performance Analysis**
  - Achieved 115% increase in B2B leads from 2,095 to 4,516 and a 23% boost in conversion rates through A/B testing strategies for emails, landing pages, and ads, delivering actionable insights to improve user engagement and ROI
  - Boosted email open rates by 18% and click-through rates by 22% through A/B testing and segmentation improvements such as optimizing subject lines, content, and send times
  - Created custom dashboards in Tableau and increased conversion rates by 23% through analyzing campaign performance, providing market insights and monthly KPI reports for covering global markets, including the US, India, Canada, Germany, the UK, and Japan
  - Generated 15+ performance monthly reports campaign successes and areas for improvement, helping align future strategy with business goals

**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
  - Managed ecommerce operations and campaign calendars, planning for peak events like Amazon Prime Day and Black Friday
  - Increased MoM unit sales by 40% via email campaigns, sponsored ads, and lead generation strategies
  - Led new product development and market entry strategies for 10+ SKUs and MOQ of 4000 units using go-to-market strategies in US and Canada
  - Increased sales conversion by 25% and achieved 100 organic reviews through strong brand positioning across Amazon listings and marketing materials

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

- **Channel Management, Marketing Planning, Campaign Execution, Sales Program**
  - Developed and coordinated marketing programs and events, including BTL campaigns and webinars for IoT-based systems
  - 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
  - Executed Google Ads campaigns (13.3M impressions) and managed 22 Google Ads campaigns, using Semrush and GA for the IoT-based system webinar
  - Operated User Acceptance Testing (UAT) for the new digital platform rollout, collaborating with the DB CRM team
  - Contributed to channel marketing strategy, content planning, and brand alignment for local markets by CMS (Marketo)

## EDUCATION

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

Groningen, Netherlands  
Gwangju, Korea