

Isaac Kwon

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EDUCATION

University of Toronto

Toronto, ON

Bachelor of Business Administration, Business Management with Specialist in Marketing (Co-op)

2015 - 2020

Cumulative GPA: 3.2

Marketing Manager - Management Economic Student Association

Relevant Courses: Advance Marketing Models, Digital Media Strategy, Branding Strategy

WORK EXPERIENCE

Golden Hippo

Los Angeles, CA

Full-Time Digital Marketing Associate

Sept. 2021 – May 2023

- Launched VIP customer program and optimized through retention ARs, consumer analysis, UI redesigns and usability tests to increase sign-up conversion rate from 4% to 33%
- Strategized outreach and acquisition plans for new client product launches.
- Optimized branded site UI/UX and increase CVR, CTR and customer LTV (12-15% increase in conversion goals per campaign)
- Built monthly promotion plans for branded site, email and social-team to increase customer AOV (10-17% increase in customer AOV)
- Managed Tableau reports to gather and summarize monthly KPI goals including churn rate, email campaign CTRs, SEO rankings and 3/6/12-months customer LTVs.
- Owned backend Salesforce/UAT product SKUs including product catalog creation, pricing and product names.
- Launched monthly customer retention programs that decreased subscription order cancellation rate from 16% to 8%
- Spearheaded weekly meetings/strategy planning with the Google search engine team to launch promotions and optimize Google shop rankings for the Ultimate Pet Nutrition product lines.

SAP

Toronto, ON

Full-time Marketing Associate

June. 2017 – July 2018

- Developed partnership acquisition briefs for Twitter, City of Toronto and Accenture for Toronto's biggest smart cities forum, which saw over 400 high-level attendees.
- Spearheaded event coordination, including partnership acquisition and venue management, across four cities in Canada to assist the sales-team in promoting the S4HANA platform.
- Developed, filmed and edited digital marketing campaigns for SAP's official YouTube page which enable a 20% growth in event attendance

LIVE-Competition

Toronto, ON

Full-time Marketing Manager

Sept. 2016 – June 2017

- Oversaw development of LIVE Competition marketing strategies and brand guidelines.
- Designed all written and printed marketing materials including business cards, pamphlets, slideshow decks and delegate manuals.

Past Projects

Ultimate Pet Nutrition VIP Account, Golden Hippo

Nov. 2021 – Mar. 2022

- Revamped and optimized Ultimate Pet VIP Account (MyAccount) through A/B testing and customer facing promotions to increase monthly VIP purchase from 20% to more than 50%.
- Launched a monthly sign-up "gift with purchase" program that increased sign-up within the first 7-days from 10% to 33%.
- Developed up-sell/cross-sell product inserts that increase customer LTV by 20%.

Annual Toronto Smart Cities Forum, SAP

Jan. 2018 – Apr. 2018

- SAP Canada's Annual Smart Cities Forum (in partnership with Deloitte, Accenture and MaRS Discovery)
- Strategized social media marketing campaign, event planning, partnership acquisition, as well as all digital promotions for this event (posters, video promos on the official SAP YouTube Channel, social media posts)

ADDITIONAL INFORMATION

Skills: Korean (Fluent), Google Analytics, MS Office, Tableau, JIRA, Salesforce/UAT, Interactive Studios, Adobe Platforms

Interests: Film making, Snowboarding, Drawing, MMA, LEGO