

Yongho Jung (Keith) – “Web & Digital Marketing Specialist | Strategist”

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Korean (Native) | English (Fluent) | Swedish (Intermediate) | Danish (Reading only)



[Professional Summary]

Results-oriented Web & Digital Marketing Specialist with years of hands-on experience across European and Asian markets. Proven track record in leading end-to-end digital initiatives, including CMS-based website design/development, web strategy, SEO/SEM, performance/growth marketing, content strategy, A/B testing, and web analytics.

[Core Competencies]

- **Web Technologies:** HTML/CSS, CMS, UX/UI, Web Automation, DNS/Hosting, API, RSS feed, Web Crawling
- **Digital Marketing:** SEO/SEM, Keyword Analysis/Strategy, Content Marketing, Performance/Affiliate Marketing, CRM, Email Marketing, A/B Testing, AI Marketing
- **Analysis & Strategy:** Web Strategy & Analytics, Marketing Automation, Customer & Competitor Analysis, Global Branding, Marketing Strategy
- **Business Operations:** Project Planning & Management, B2B Partnerships/Contracts, Regulatory Documentation, Content Planning, Cross-cultural Collaboration, Global Business Development & Operations, Business Research, Corporate Administration

[Work Experience]

*YBJ Partners (Sole Proprietorship)

Marketing Strategist & Web Consultant (Founder)

2019.07 – 2025.03 | Incheon, Korea

- GPC Web Consulting: Achieved 60–300% YoY organic search traffic growth
- Built official website & online store for iON Cosmetic; ranked top for key search terms on Google & Naver organic results
- Operated Clickbank-based **affiliate marketing**, generating over \$20,000 in first-year revenue
- Participated in planning TBC documentary “God’s Move: Universities Saving Cities”; handled interviews with Swedish politicians, educators, and entrepreneurs
- Reached approx. ₩100M annual revenue as of year 2024

***Global Product Compliance AB (GPC Group)**

Digital & Web Marketing Manager (Team Lead) / Senior Consultant (Korean Representative)

2016.09 – 2023.06 | Lund, Sweden

1. Digital Marketing & Web Strategy

- Pioneered the group's **web ecosystem**; planned and launched **5 new CMS-based websites**
- Implemented SEO strategies, securing **top Google rankings** for major industry keywords
- Built **digital marketing ecosystem**; led new business development and digital expansion
- Improved **lead generation** and **CRM integration** via web automation and multilingual content strategy

2. Korean Branch Setup & Operations

- Oversaw establishment and operations of Korean entity, developed operational frameworks
- Led MOUs and contracts with top consultancies incl. Korean No.1 corporation
- Managed over **70 consortia**

3. Regulatory Consulting & Advisory

- Managed 500+ pre-registrations and 30+ full registrations under K-REACH
- Drafted MSDS and CLP classification responses; technical documentation for supply chains
- Delivered regulatory reports, contracts, and advisory to domestic & international clients

***Kakao Corp. (formerly Daum Communications)**

Game QA Tester / Publishing Marketer

2014.01 – 2014.10 | Seongnam, Korea

- Conducted QA testing and Marketing incl. FGT, UI/UX, BVT for **MMORPG "Black Desert"**
- Handled localization and QA testing for Korean launch of **"PlanetSide 2"**
- Conducted PC café field interviews and tailored marketing plans
- Managed game content in Daum's search engine CMS; produced game content copywriting

***HDC Shilla (formerly Hyundai I'Park Mall)**

Sales Manager (Culture Hall) / Event Coordinator

2013.09 – 2013.11 | Yongsan, Seoul, Korea

- Managed sales and daily performance for 20+ hobby/music/toy stores
- Planned and executed themed events with 30+ brands; designed 2013 winter event
- Conducted SWOT and benchmarking analyses on competitors; handled customer service

[Education]

2024. 09 – (In progress)	Stockholm university, Sweden - <i>Master's Programme in IT Project Management</i>
2019. 08 – 2021. 10 (Graduated)	Linnaeus university, Sweden - <i>Master of Science in Information System</i> (*Thesis: <u><i>'Focusing on Moodle from user experience perspective'</i></u>)
2012. 06 – 2014. 02 (Graduated)	Coventry university, United Kingdom - <i>Bachelor of Arts (HONS) in Business Management</i>
2007. 03 – 2009. 06 (Dropped out)	Kyonggi university, Republic of Korea - <i>Diploma in Industrial Management Engineering</i>
2004. 03 – 2007. 02 (Graduated)	Kyesan highschool, Republic of Korea - <i>Natural Sciences / Mathematics</i>

[Courses & Certificates]

2025. 04. 10	' <i>Digital Finance Specialist using Big Data</i> ' by UBION
2021. 01. 15	' <i>Swedish as a foreign language (Lv.1-4)</i> ' by Lund University
2016. 12. 29	' <i>Digital Marketing Specialization</i> ' by University of Illinois (Coursera)
2015. 06. 24	' <i>Mobile & Web UI/UX Design (Web publisher) course</i> ' by TJ Academy

[Technical Tools & Programming]

- CMS & Web: WordPress, Cafe24, XpressEngine, HTML/CSS, Smartwork(Daum)
- Analytics: GA4, Search Console, Tag Manager, SEranking, Hotjar, Weka, Python, R, SQL, Naver Search advisor, GTmatrix, Pingdom etc.
- Marketing & CRM: Hubspot, Mailchimp, Clickfunnels, Google Ads, Facebook/LinkedIn Business Manager, Zimmwriter, Stripe
- Design: Tableau, Canva, Photoshop, Illustrator
- Hosting/Servers: DNS, API, Cloudflare, AWS Lightsail
- PM Tools: Jira, Git, Github, MS Teams, Notion, Zoom, Slack

[Licenses & Certifications]

2023. 08. 31	'A1/A3 Drone license' by Transportstyrelsen / EASA
2017. 07. 05	'B Driver's license' by Transportstyrelsen
2017. 01. 17	'GAIQ, Google Analytics Individual Qualification' by Google Corp.
2013. 06. 27	'Certified Electronic Tax data processor' by KACPTA
2011. 08. 24	'Certified Distribution Manager (Second grade)' by KCCI (Korcham)
2009. 05. 20	'Leadership Instructor (First grade)' by Korea Recreation Association
2008. 02. 23	'Microsoft Office Specialist PowerPoint Core 2003' by Microsoft
2001. 05. 03	'Certified Word Processor (Second grade)' by KCCI (Korcham)

[Others]

Portfolio(s), Reference(s) and certificate(s) are available on request