

Sunny Ryu

Korea Growth & Marketing Leader

Seoul, South Korea | [LinkedIn](#)

20+ years' experience across Games, Sports, Entertainment and Technology

Start with Why, Zero to One, Detail Oriented - Start with customer facing problem, initiate the big idea for solving the problem through culturally resonate go-to-market strategy & excellence for global IP-driven business growth.

See & Watch the story: <https://sunnyryux.github.io/>

EXPERIENCE

Head of Asia Football Partnership Activation

Apr 2019 — Mar 2026

Electronic Arts (EA)

Gangnam-gu, Seoul, Korea

As 'Football Partnership' is one of crucial growth lever in EA Sports FC business, Identified a gap between EA SPORTS FC's commitment to football authenticity and its ability to activate locally relevant leagues, clubs and players across Asia. Developed the regional football licensing and partnership activation strategy, established a dedicated function, and aligned global football partners with local and platform marketing priorities through a shared playbook during FC and real world football season planning. The programme delivered more than 70+ partner activations and massive fan engagements, as well as improving activation efficiency across Asia and MENA region

Sr. FIFA Product & Asia Marketing Manager

Apr 2017 — May 2022

Electronic Arts (EA)

Korea

Joined EA as its first Korea marketing hire for FIFA Online 4, where a successful transition from FIFA Online 3 depended on strengthen collaboration with publisher Nexon. Established a joint marketing framework connecting Nexon with EA's studio, global brand and football partnerships and CFX teams, then extended the approach to Garena and Tencent across Asia. Led launch creative grounded in the game's strengths and player insight, followed by a regional live-service communication approach that supported the franchise's long-term growth.

Marcomms Manager, Brand Marketing

Jun 2015 — Mar 2017

King

Seoul

Joined as King's first brand marketer in Korea to build local relevance for Candy Crush and other franchise mobile games. Broadened the approach beyond prevailing mobile games advertising, developing hyper-culturalized creative and fashion, beauty and lifestyle partnerships that brought the 'Bite Size Entertainment' positioning into prospective players' lives. With the global data team, established a way to estimate the business contribution of TV and out-of-home activity and apply it to annual brand marketing investment. Contributed to the growth of a franchise that recorded over massive cumulative downloads and positioned as No.1 puzzle game in Korea.

Cloud service/Product Marketing Manager

Apr 2014 — May 2015

Polycode Inc.

Gyeonggi, South Korea

Joined a developer-led games technology start-up as it expanded its backend SaaS platform into mobile games. Worked with developers to turn technical capabilities into a clear customer proposition, define the mobile MVP's target market and test its messaging with prospective clients. Supported early customer acquisition and product refinement before the technology was acquired by Webzen.

eMarketing Lead/APJC Marketing

Jul 2011 — Nov 2013

Cisco

Seoul

Moved in-house to connect APAC digital marketing more closely with sales and channel priorities. Developed CRM-led customer nurture and demand-generation programmes, improving how leads were managed across the customer journey and using data and media optimisation to strengthen conversion up to 77% from 30% and pipeline contribution

Global Sr. Account Manager (Team Microsoft)

Mar 2008 — Jul 2011

Wunderman

Seoul, South Korea

Led the local delivery of integrated campaigns for global technology clients, including Microsoft product AAA launches, mega-audience convention event, coordinating strategy, creative, media and specialist agency partners. Expanded the scope of consulting work to additional clients, building experience in translating complex global product priorities into market-ready programmes.

Clients - Microsoft, SAP, IBM, Cisco and other Korean IT companies

Event Specialist

May 2006 — Feb 2008

Coex

서울

Built a foundation in large-scale commercial events, managing sponsorship, marketing and delivery for exhibitions and conferences with corporate and public-sector partners. Contributed to Korea's first Public Design Expo, work recognised by the Ministry of Culture, Sports and Tourism.

EDUCATION

Aalto University Executive Education and Professional Development

Mar 2022 — Aug 2023

Executive MBA in Business, Management, Marketing, and Related Support Services

신라대학교

BA in International Relations

Jan 2000 — Jan 2004

Graduated Thesis: “The New wave: 6ways talk to solve the matter of Nuclear weapon from North Korea”

PROJECTS

Portfolio (<https://sunnyryux.github.io/>)

See what I've built, Imagine what's next.

CERTIFICATIONS

EA Value Award - Team Work, EA	Dec 2022
EA Value Awards - Team Work, Electronic Arts	Apr 2021
EA Value Awards - Creativity, Electronic Arts	Oct 2019
Google Adwords Mobile, Google	Sep 2016
Google Adwords Shopping, Google	Sep 2016
Effie Award Bronze 2016, Effie Award Korea	Apr 2016
Google Mobile Analytics Certification, Google	Dec 2014
Google Adwords Video Advertising Certification, Google	Sep 2014
Google Analytics Individual Qualification(GAIQ), Google	Aug 2014
Google Adwords Advanced Search and Display AD Certification, Google	Jul 2014
Social Media Specialist Certification, Cisco	May 2013
FY12 Korea Best Employee, Cisco Systems Korea	Aug 2012
Certificate Ministry of Culture, Sports and Tourism, Ministry of Culture, Sports and Tourism	Dec 2007
Raise Our Game: EA leadership program, Mettacool	

SKILLS

Brand Strategy · Product Management · Brand Communication · Marketing Strategy Development · Event Marketing · Trade Show Planning · International Event Management · Marketing · Agency Relationship Management · B2B Marketing · Digital marketing · Lean Startup · Minimum product value · tech marketing · Brand Marketing · Franchise Management · Game marketing · culturalization · Influential Communicator · go to market strategy · Asia strategy · Sports Marketing · Partner marketing · Go-to-Market Strategy · Team Building · Strategic Partnerships · Video Games · Information Technology · Football · Integrated Marketing · Creative Writing · Demand Generation · Social Media Marketing · Advertising · Lead Management · PowerPoint · Sony Vegas · CRM software · Copywriting · Call Center Development · Agency Coordination · Keynote · Photoshop · Windows Movie Maker · TOEIC · SEPT · SPSS · Salesforce.com · SQL · Excel Pivot