

Albert Chung

Director of US Operations & Marketing

San Mateo, CA, United States | [LinkedIn](#) | [YouTube](#)

Full-funnel marketing and GTM leader with 10+ years scaling mobile game portfolios across North America and Asia. Has run \$10M+/mo budgets, led teams of 14, and handled IP partnerships including Marvel, Wicked, and KPop Demon Hunters.

EXPERIENCE

Director of US Operations & Marketing

Sep 2023 — Dec 2023

Devsisters USA

San Mateo, California, United States

Runs US marketing and operations for the CookieRun franchise, pairing performance and brand work to grow the Western user base. Set KPI goals around the US LTV curve, which drove a 4x lift in monthly downloads and 2x revenue while hitting ROAS targets. Led KPop Demon Hunters and Wicked collaborations for CookieRun: Kingdom and ran the Anime Impulse 2026 offline activation.

Senior Product Marketing Manager

Nov 2022 — May 2023

Wildlife Studios

Not specified

Built end-to-end GTM strategy and developer enablement playbooks for unreleased titles, coordinating UA, product, and platform relations. Wrote product positioning and competitor research that set baseline goals for creative and channel mix. Ran a company-wide minigame ad experiment that cut CPIs by 60%.

Growth Marketing Lead

Jun 2022 — Nov 2022

CreatorPlus

Not specified

Owned all digital marketing for an early-stage movie streaming startup, from analytics and tooling setup to strategy execution. Managed relationships with major influencers and ran user acquisition across Meta, TikTok, and Google. Covered CRM, earned and owned media, and creative production.

Director of Global Marketing

Dec 2020 — Jul 2022

Spoon Radio

Not specified

Led a 14-person global marketing team across Korea, Japan, and the US, managing a \$10M/mo budget. Shifted spend toward high-value channels, which raised D7 and D30 retention by 20% with no loss in install volume. Worked with product teams to build marketing into the app and audited ASO and SEO, lifting organic by 50%.

User Acquisition Manager | Marvel Strike Force

Dec 2019 — Dec 2020

Scopely (formerly FoxNext Disney)

Not specified

Managed paid social user acquisition for Marvel Strike Force, the studio's top-grossing title with over \$300MM in annual revenue. Cut the ROAS payback period in half versus target while doubling scale. Partnered with product and live ops on retargeting, which produced a 100% incremental lift on purchases.

Digital Marketing & Business Development Manager

Jun 2018 — Dec 2019

D3Publisher of America, Inc.

Greater Los Angeles Area

Planned and ran digital marketing across D3Go! titles including Marvel Puzzle Quest, Magic: The Gathering Puzzle Quest, G.I. Joe: War on Cobra, and Alien Blackout. Built monthly UA budgets, channel mix, and creative strategy. Shortened the ROAS payback window by 30%.

Freelance Performance Marketing Consultant

Apr 2017 — Jun 2018

Soulgit Games

Greater Los Angeles Area

Led the UA team at the agency handling its largest client, Vespa, Inc. Worked on King's Raid, which grossed over \$100MM in annual revenue.

Head of Marketing and Strategic Partnerships

Apr 2017 — Oct 2017

Illion Interactive

Greater Los Angeles Area

Owned strategic partnerships, marketing strategy, and US operations for Preta: Vendetta Rising, a hack-and-slash RPG on VR.

Global User Acquisition & Country Manager (KR)

Feb 2016 — Apr 2017

Jam City

Greater Los Angeles Area

Helped the company reach 50MM MAU by leading expansion into Korea and Asia for Cookie Jam, Panda Pop, Juice Jam, and Genies & Gems. Also managed UA channels for continued worldwide growth.

Associate Director of Global Business

Oct 2013 — Feb 2016

Gravity/Neocyon

Not specified

Led a global business operations team of 5 managers covering GTM and performance strategy across Korea, Japan, China, and SEA. Oversaw mobile titles including Ragnarok Mobile and Puzzle & Dragons (KR).

Marketing & Business Development Lead

Aug 2011 — Oct 2013

TauInsight

Gangnam-gu, Seoul, Korea

Handled global partnerships and GTM for the studio's mobile titles, including War Crisis, Farland Wars, and War of the Three Kingdoms.

Ads Quality Evaluator
Google

Jan 2009 — Jan 2010
Santa Monica, CA

PR Media & Marketing
Korea Tourism Organization

Jan 2007 — Jan 2009
Jongro-gu, Seoul, Korea

EDUCATION

California State University, Fullerton

Yonsei University

SKILLS

New Media · Video Games · Publishing · Advertising · Online Advertising · Mobile Applications · Marketing · Strategic Partnerships · Social Games · Monetization · Mobile Games · Business Development · Online Gaming · MMO · Mobile Devices · Management · Digital Media · Appsflyer · Singular · Kochava · TUNE · Adjust · Google Tag Manager · Braze · Branch · Iterable · Tableau · Looker · Google Analytics · Amplitude · Mixpanel · Databricks · AI-driven analytics · Gemini Business Suite · Figma · JIRA · Confluence · Monday · Notion · Asana · Trello · Korean · English