

Serena Park

Country Manager

Seoul, South Korea | [LinkedIn](#)

EXPERIENCE

Country Manager

Aug 2019 — Present

Storytel AB

Seoul

Manage the entire Storytel business in Korea on a day to day basis - including full P&L ownership in order to deliver profitable growth, leading a group of local functions from content acquisition, publishing, audiobook production to sales and marketing.

Programmatic Marketing__Asia

Apr 2017 — Mar 2018

Netflix

Singapore

Performance-driven digital marketing expert in an agile tech environment. As one of the founding members of Netflix APAC's programmatic marketing team, built go-to-market strategies in concert with cross-functional marketing partners. Contributed to significant growth of Netflix in key APAC markets including India, Philippines, Thailand, Korea and Malaysia by applying a scalable and cost-effective machine learning mechanism.

Owned digital marketing strategy for Netflix in its key markets across APAC for market launches and original show launches, owning 8-figure annual budgets.

Devised a go-to-market strategy and tactical plans, evaluating market opportunities and challenges.

Drove innovative and impactful digital marketing strategy through strong cross-functional partnerships (consumer insights, regional marketing, PR, social, public policy, legal, business development, partner marketing, content acquisition, localization, data engineering, science & algorithm, marketing planning & analysis, ad tech, and product) and external partners (global and regional publishers, ad tech partners, creative agencies and media agencies)

Set goals and plans for rigorous A/B testing to determine scalable drivers of business impact based on causality.

Performance Marketing Lead

Oct 2014 — Feb 2017

King

South Korea

As a founding team of King's Asia expansion, built the regional business by partnering with the in-market, strategic key platforms.

Successfully launched 9 mobile game titles including Candy Crush franchise in the region that contributed to 15% of King's worldwide annual gross revenue.

Contributed to King's market dominance in Casual Games genre in Asia by replicating the same success seen in more mature markets.

Worked with more than 30 major mobile ad networks (global and local) and managed 1/3 of them (including Google's AdWords, Twitter, Facebook, etc.) via self-serve, continuing to identify new partners through tests and assessments.

Managed over 10M (USD) yearly budget, allocating and managing according to sharp ROI target

Worked with data analysts to set proper CPI targets, assess major KPI trend (Installs, DAU, Retention, ARPU, etc.) on a daily basis

Worked with mobile ad techs for postback integration and general troubleshooting

Created concepts and messages for digital brand campaigns, experimented with innovative formats for the best audience experience on mobile.

Performance Marketing and Sales Manager

Aug 2013 — Sep 2014

InMobi

- Planned, executed and delivered mobile marketing campaigns for gaming and messenger apps and tracked performance for optimization.

- Took the full ownership of massive campaigns by major players including Supercell, Netmarble, 4:33, LINE etc. from planning to assessment phase.

- Contributed LINE's early market dominance in Southeast Asia with aggressive install campaigns.

- Built relationships with digital agencies and direct advertisers to identify new opportunities:

proactively generated demands with customized business proposals, packaged deals and strategy consulting.

- Provided quarterly market and trend research presentation with top clients.

- Have exceeded the allocated revenue quota for four consecutive quarters and been awarded "Inmobi Avengers Award."

Communications Manager

Mar 2011 — Jul 2013

Global Affairs Canada | Affaires mondiales Canada

Seoul, Seoul, South Korea

- Initiated overall Marketing and Community Relations activities at the Global Affairs Canada's Seoul mission: Planned and executed marketing campaigns in order to raise awareness on Canada, Canadian culture and business.

- Supported Canadian businesses to expand and thrive in Korea by featuring them on major exhibitions and publications.

- Launched Canada Cine Club, free public screening event, in partnership with local film distributors, and raised profile of Canadian films and film industry.

- Liaised with National Film Board of Canada to feature Canadian films at Busan International Film Festival and EBS Documentary Film Festival.

- Served as a point of marketing communication contact at the mission for Korean government (The Blue House, Seoul Metropolitan Government, Ministry of Foreign Affairs etc.) and corporates (Research in Motion. Bombardier, Air Canada,

Samsung, Hyundai Motors, etc.)

- Managed digital communication outlets such as official SNS (Social Networking Sites) accounts and web/mobile websites with coherent messages.

Mobile Operations Manager, Korea

Mar 2010 — Feb 2011

Google

South Korea

- Launched the AdMob platform in Korea, streamlining the operation and management, educating resellers and promoting the product across the market.
- Packaged Mobile Web Display, Mobile Search with AdMob (Mobile App Display) for agency and direct sales, built success cases with brand advertisers including Johnson & Johnson (CPG), VISA and Coca-Cola.
- Served as the; for AdMob, presenting the updated features to the internal stakeholders while liaising with developers for trouble-shooting and overall technical support.
- Implemented efficiency analysis on a daily basis for all the executed campaigns and identified solutions to maximize KPIs.

Medical Product Specialist

Feb 2007 — Feb 2010

Johnson & Johnson

Korea

- Led marketing communications with U.S. and Asia-Pacific headquarters on strategy planning for a new product launch, sales promotion and brand positioning.
- Managed key-opinion-leading clients by acting as a liaison between industries and academia; acquired new clients by engaging them into corporate-funded clinical research and global congresses/seminars.

EDUCATION

University of Missouri-Columbia

Jan 2001 — Jan 2006

Bachelor's degree in Journalism

SKILLS

Mobile Marketing · Performance Based Marketing · Digital Marketing · game marketing · Marketing · Google Adwords · Facebook · Social Media · Mobile Devices · Mobile Applications · Twitter · Proposal Writing · Management · Strategic Planning