

Vincent Koo

Digital Product & Social Media Leader

Seoul, South Korea | [LinkedIn](#)

I've spent my career at the intersection of social media, digital platforms, and product—building and scaling digital experiences for global brands and developing products from the ground up.

At Cheil Worldwide, I led global digital and social media programs for Samsung across 80+ markets, including Samsung's global social media operating model and the development and launch of Samsung Galaxy's global website. I later co-founded two social commerce startups, where I worked hands-on across product strategy, roadmap development, user research, MVP development, go-to-market, and growth.

At Monks, I led large-scale digital and marketing programs for global brands, including the global social media launch of CJ bibigo, while managing a ₩7B client portfolio.

Across these experiences, I've developed a combination of deep digital marketing and social media expertise with firsthand product-building experience. That gives me a perspective on product that spans both the people building digital platforms and the marketers, brands, creators, and consumers using them.

I'm always open to connecting with people working across product, MarTech, social media, and digital platforms.

Feel free to contact me at vincentkkoo@gmail.com

EXPERIENCE

Independent Consultant | Digital Platforms & Social Media

Mar 2026 — Present

Self Employed

Advising on global digital and social media initiatives, with a focus on influencer marketing, operating models, and scalable execution.

- Developed global influencer campaign playbooks for Samsung, establishing governance, workflows, and execution guidelines to support consistency across regional teams.
- Worked with stakeholders to translate global campaign objectives into practical operating frameworks for regional execution.

Director

Aug 2024 — Aug 2025

LG CNS

Seoul, South Korea

Worked on enterprise SaaS, digital platform, and business strategy initiatives across APAC, supporting market assessment, solution development, and go-to-market planning.

- Partnered with global and regional stakeholders to identify strategic priorities, assess organizational gaps, and develop scalable solutions to address business needs.
- Worked with global technology partners and internal stakeholders to shape platform propositions and market-entry strategies for regional adoption.
- Evaluated market opportunities, business models, and go-to-market approaches for creator-focused platform initiatives.

Digital Account Director

Nov 2021 — Aug 2024

Monks

Seoul, South Korea

Led large-scale digital and marketing programs for global brands, combining client leadership, social media strategy, content operations, and cross-functional delivery.

- Led the global social media launch of CJ bibigo, developing the launch strategy, content approach, and operating framework and delivering engagement results that exceeded KPIs by 65%.
- Managed a ₩7B client portfolio and drove 95% year-over-year growth through expanded digital programs, new scopes of work, and stronger executive client relationships.
- Led the redesign of LG Electronics' 3D content production pilot, improving production speed by 33% and increasing content volume by 50%.
- Directed cross-functional teams across strategy, creative, content, media, and production to deliver complex global digital programs.

Co-Founder - Product and Marketing Lead

Feb 2017 — Nov 2021

Startups (BUZZi + Sellebrity)

Seoul, South Korea

Co-founded and built two creator-led social commerce platforms, taking both products from concept through launch and early growth.

- Led product strategy and roadmap development, defining MVP scope, feature priorities, and go-to-market plans based on user needs and market opportunities.
- Conducted user research and translated customer feedback into product and lifecycle improvements that contributed to double-digit retention gains.
- Developed market positioning and growth initiatives that drove approximately 50% growth in app downloads, helping grow both platforms to several thousand users each.
- Used personalized push and engagement strategies to improve retention and repeat engagement across one of the platforms.
- Worked across product, marketing, operations, and commercialization as a co-founder, gaining hands-on experience building and scaling early-stage digital products.

Account Director, Global Digital Marketing

Apr 2011 — Feb 2017

Cheil Worldwide

Seoul, Korea

Led global digital and social media programs for Samsung, spanning digital platform development and global social media operations.

- Led the global launch and ongoing development of Samsung Galaxy's flagship website, working across business, creative, UX, technology, and regional teams to translate global requirements into a scalable digital experience.
- Built Samsung Electronics' first global social media operating model and governance framework across 80+ markets, establishing standardized workflows, roles, escalation processes, and execution guidelines for regional teams.
- Oversaw the operational implementation of Sprinklr from Samsung Electronics HQ across regional markets as part of the global social media operating model, managing internal teams and helping drive consistent platform adoption and ways of working.

Program Manager

Jan 2010 — Jan 2010

The Woo

Los Angeles, California, United States

Managed programs, strategy, research, and client relations for a full service advertising agency that specializes in fully integrated marketing programs.

Global 3.0 Strategic Accounts MBA Intern

Jun 2008 — Aug 2008

Cisco

San Jose, California, United States

Developed strategic marketing and client engagement plans for Global 3.0 Strategic Accounts Team.

Associate Marketing Manager

Dec 2005 — Aug 2007

International Merchandising Services, Inc.

Orange County, CA

Developed and managed the marketing strategy for a private tool manufacturing firm.

Accounts Manager

Sep 2002 — Nov 2005

Maxim Healthcare Services

Los Angeles, California, United States

Managed sales strategy, client accounts, budget, and P&L of \$6M sales office for private healthcare provider.

EDUCATION

USC Marshall School of Business

MBA in Marketing

- Special Project: Consulted Baidu on developing a social networking platform by analyzing Web 2.0 service trends and assessing the feasibility to combine social network functions with Baidu's existing applications. Presented recommendations to Baidu executives in Beijing, China.

UCLA

Bachelor of Arts in Political Science - International Politics

National Accounts Manager for the UCLA Daily Bruin (1999-2001)

PROJECTS

Samsung Social Media Centre Activation & Deployment

Infrastructure, ERP, Program Mapping, Analytics Framework, SaaS Deployment, Playbook & Toolkit Development, and Local Market/Subsidiary Activation for a hub and spoke social media solution for Samsung Electronics Global Marketing Operations division & 48+ markets worldwide.

CERTIFICATIONS

Product Discovery Micro-Certification (PDC)TM, Product School

Sep 2025

SKILLS

Product Management · Product Strategy · Digital Product Strategy · Product Road Mapping · User Research & Customer Insights · Product Discovery · MVP Development · Product Launch · Digital Product Development · Digital Platforms · Go-to-Market Strategy · Social Media Strategy · Marketing Technology / MarTech · User Acquisition & Retention · A/B Testing & Experimentation · Cross-functional Team Leadership · Stakeholder Management · Global Program Management · Social Media Operations · Digital Marketing Strategy