

김창주

Head of Product — Local Business

Los Angeles, CA, United States | [LinkedIn](#)

Product leader with 7+ years scaling two-sided marketplaces, most recently growing Karrot's SMB advertiser business to ~\$130M annualized through data-driven funnels, ML systems, and generative AI tools.

EXPERIENCE

Head of Product — Local Business

Jan 2025 — Present

Karrot (Dangeun Market)

Seoul, Korea

Building and scaling Karrot's two-sided local marketplace connecting consumers with SMB merchants through reservations, quote requests, pickup orders, and group buying. Ran experiments across both sides lifting SMB business-profile enrollment 70%, consumer booking conversions 17x, and cumulative user reviews 5.8x. Partnered with engineering and operations on provider workflows and consumer support to translate usage data and operational feedback into acquisition and retention decisions.

Product Manager — Business Profiles, Local Ads & Payments

May 2019 — Dec 2024

Karrot (Dangeun Market)

Seoul, South Korea

Launched Business Profiles and group-buying services scaling to 1M+ merchants, leading go-to-market through region and category-specific pilots. Designed pricing, packaging, and positioning for SMB-focused local ads product, building the merchant-acquisition flywheel. Designed Karrot Pay's payment infrastructure including consumer checkout, merchant settlement/payout, and P2P money transfer for C2C marketplace transactions.

Product Manager

May 2018 — Apr 2019

MARLMARL & AVEC TOI

Gangnam-gu, Seoul, Korea

Launched and led the online store for a multi-brand kids' fashion retailer, scaling revenue 8x.

Co-Founder & Product Owner

Jan 2017 — May 2018

TOT (Travel social media application)

Seoul, Korea

Shipped a travel-discovery app centered on community-shared hidden places, taking the product from concept through 0-1 launch.

Business Development Manager

Oct 2015 — Dec 2016

HOTTEL (Last minute hotel reservation service)

Gyeonggi, South Korea

Grew a two-sided travel marketplace by onboarding 500+ supply-side hotel partners through B2B API integration and 30% sales lift, and ran demand-side acquisition campaigns including Uber partnership and influencer marketing.

Research Analyst Internship

Oct 2014 — Jan 2015

Ace I&M Consulting

Seoul, Seoul, South Korea

- Conducted market research and made documents for meat & sugar market in Russia.
- Assisted works in trading fresh produce with Russian and signing an MOU with Nonhyup for cooperation.

EDUCATION

성균관대학교(SKKU)

Mar 2009 — Feb 2016

Global Business Administration

PROJECTS

Mobile Web UI/UX Renewal Project for Monkey Travel Inc.

- Renewed user experience and compositions of mobile web for Monkeytravel.com.
- Designed a more mobile friendly user interface based on the analysis of user behaviors on Google Analytics.

Enactus social business project, Onsemi

- Founded a social business project to empower junior master of cultural properties to support transmission activities by earning stable income.
- The project gave them economic opportunities to utilize their artistic abilities through traditional art education market.

KT&G Sangsang Marketing School

- Took a marketing course by KT&G and participated in a presentation contest on marketing strategy for launching a new Tobacco brand 'Cubana'.

CERTIFICATIONS

2017 Smart Entrepreneurship Government Subsidy, Korea Institute of Startup & Entrepreneurship Development

Oct 2017

4th LF Creative Marketing Contest Grand Prize, LF

May 2015

GTQ Photoshop 1급, KPC 한국생산성본부

SKILLS

English · Google Analytics · Google Adwords · Github · Slack · Microsoft Excel · Microsoft PowerPoint · Microsoft Word · Microsoft Office · Trello · Asana · Zeplin · Build Strong Relationships · Teamwork · Communication Skills · 제품 기획 · 사업발굴 · Product Road Mapping · growth · 제품개발 · 서비스기획 · 사업전략 · 매출전망 · 제품실험 · 조직관리 · IT 채용 · 제품관리 · 광고플랫폼 · 서비스 기획 · 사업 전략 · 조직 관리 · User Interface Prototyping · Market Planning · Search Engine Optimization (SEO) · Content Marketing · Facebook Marketing · Project Management · E-commerce · Social Media Marketing · Funnel Optimization · Instagram Marketing · Paid Search Strategy · marketplace product · monetization · ads platforms · go-to-market · SMB acquisition · two-sided marketplaces · A/B testing · machine learning · ML engineering · generative AI · ad tech · DSP · ad server · bid optimization · payment infrastructure · group buying · business profiles · local discovery · experimentation · product strategy · pricing