

Woojin

make b2c great again

Seoul, South Korea | [LinkedIn](#)

I enjoy experimenting with diverse growth strategies, especially unique approaches. I'm highly interested in AI and always keep up with the latest trends.

EXPERIENCE

Content Creator Instagram 13k followers collab w Manus, Lovable, Higgsgield, Moonshot AI, Dreamina @woojinstartup	Jan 2026 — Present
Founding Growth yourly Referral-based hiring platform for startups	Feb 2025 — Jul 2026 San Francisco, CA
Growth Stealth Startup Expanding webtoon IPs and connecting creators with fans ↳ Pivoted due to scaling challenges Performance - 4M+ views on Tiktok JP - 869K+ views and 76K+ plays from a TikTok Game Effect I built using Effect House - Led Japanese localization of the app	Dec 2023 — Feb 2025
Content Provider Digital Asset Authored 24 Web3 research articles for top Web3 media in Korea	Jan 2023 — Dec 2023 South Korea
Squad Leader Republic of Korea Army Combat Engineer (Demining) - Participated in DMZ Demining Operations - Managed Chemical, Biological, and Radiological Weapons - Received the Corps Commander's Award for the Army Dream Festival (Dance & Rap)	Nov 2020 — May 2022 South Korea

EDUCATION

Ritsumeikan University <i>Business Administration and Management in General</i>	Jan 2020 — Jan 2026
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SKILLS

Content Marketing · Memes · Influencer Marketing · Social Media Marketing