Yein Kim

Digital Marketer · B2B Content, SEO & Performance Marketing

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PROFILE

Digital marketer with 6+ years across global agencies and in-house teams in South Korea and Australia. I combine B2B content and SEO with performance media and lead generation, from halving cost per lead for Hyundai Forklifts Australia to growing app conversions 16.8x. Native Korean, professional English. Relocating to Canada with an open work permit (IEC Working Holiday), no sponsorship needed.

EXPERIENCE

Hyundai Forklifts Australia, Sydney 2025.11 – Present

Digital Marketer · Consultant (self-employed), working remotely, since 2026.05

- Set up the marketing function from scratch and published 149 pieces of content (40 blogs, 48 LinkedIn, 61 Facebook posts) from a weekly calendar.
- Grew AI search impressions 5.8x and lifted average Google position from 23 to 12 through SEO on WordPress.
- Ran Google and Meta demand generation campaigns and landing pages, cutting cost per lead by 50%; grew LinkedIn reach 24x.

Hyundai Corporation Australia, Sydney 2025.06 – 2025.10

B2B Sales (internship)

- Built cold-call target lists and ran phone and email outreach; researched new business opportunities and reported market intelligence to HQ.

Career break 2024.04 – 2025.05

Studied English, SQL and marketing in English; travelled across Europe.

DDB Worldwide & Omnicom Media, Seoul 2021.10 – 2024.03

Media Planner

- Planned and ran brand campaigns for global clients across Google, Meta, Naver, Kakao, SMR and vertical media, averaging 5 concurrent campaigns.
- Grew a global cosmetics client's budget 5.8x year over year and cut cost per click by 62% through audience and creative A/B tests.
- Took an imported infant formula brand from #3 to #1 in its Naver search category; cut a pizza chain's cost per acquisition by 70% with a Google alpha ad product.

GnM Performance, Seoul 2020.01 – 2021.10

Digital Marketer

- Ran performance and app campaigns across Naver, ad networks and MMPs (AppsFlyer, Adbrix), including install-fraud detection.
- Taxi app: grew total conversions 16.8x and booking conversion rate 4.5x, and cut cost per acquisition by 79%.
- Top-5 Korean insurer: tripled the budget, grew leads 70% and cut cost per lead by 15% through landing page tests.

Cheil Pengtai, Seoul 2019.06 – 2019.12

IMC Planner

- Ran Samsung's influencer marketing campaigns on Naver and Instagram.

SKILLS

Marketing: B2B content, SEO & AI search visibility, performance & display advertising, lead generation, app marketing, brand campaigns

Tools: Google Ads, Meta Ads, Naver, Kakao, Google Search Console, AppsFlyer, Adbrix, WordPress, SQL, Photoshop, Premiere Pro

Languages: Korean (native), English (professional)

EDUCATION

Konkuk University, Seoul · Bachelor's Degree in Management of Technology, 2013–2018

Minzu University of China, Beijing · Exchange semester (6 months), 2016

Shanghai University of Finance and Economics · Chinese language program (2.5 months), 2015