

# STEPHANIE H. KANG

New York, NY  
me@kangstep.com  
http://kangstep.com

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## DIGITAL MARKETING DIRECTOR

*Creating holistic digital marketing strategies with 8+ years of successful execution*

Experience in eCommerce, paid media, social media, CRM, customer service and establishing branding online. Capable of integrating business development with brand strategy which will lead company to triumph. Successfully launched 3 websites in 2 different platforms simultaneously within 6 months from ground up. Utilizes project management principles to plan and direct long term & short term strategies with significant revenue growth. Background in web design with the wisdom to foster new technologies while maintaining day-to-day KPI goals. Excels in dynamic, high-growth entrepreneurial environment.

**Digital Advertising/Affiliate Marketing** Google AdWords, Yahoo, Bing, CJ, PepperJam  
**Social Media Marketing** Facebook, Twitter, Instagram, Pinterest, Polyvore  
**Analytics** Google Analytics, Radian6, Adobe Omniture • Site Catalyst • CQ5, WebTrends  
**Content Management Systems (CMS)** Magento, Yahoo SB, Kintera  
**Web Design** HTML, CSS, Java, PHP **Database Management** IBM CRM, SAP, BW  
**Email Marketing** Bronto, Constant Contact, Experian (CheetahMail), Listrak  
**Office and Operations** MS Office, Lotus Notes, Google Drive  
**Creative Suite** Adobe Dreamweaver • Photoshop • InDesign • Illustrator • Premier, Sony Vegas

### AMOREPACIFIC US, Inc.

Online Marketing Manager – *AMOREPACIFIC & Sulwhasoo*  
*Reports directly to CEO*

05/2013-Present  
New York, NY

- Forecast and execute digital marketing KPIs on CRM, email, paid media & social media
- Ignited the relaunch of [us.amorepacific.com](http://us.amorepacific.com) & [us.sulwhasoo.com](http://us.sulwhasoo.com) on Magento from hand-coded website to US standard eCommerce website; achieved YoY revenue growth of 140+% year 1; 53% in year 2; achieved \$1.1+ mil in revenue
- Planned & deployed [us.laneige.com](http://us.laneige.com) simultaneously on Adobe CQ5; created and maintained online advertising campaigns and customer service program
- Analyze and manage SEO, Paid Media & display, social media for 3 brands
- Liaise among marketing & PR teams and digital marketing, third parties and Korean HQ
- Establish brand awareness and develop customer retention program via CRM
- Build and leverage digital partnerships for new customer acquisition and social buzz
- Monitor official retailer website activities, competitive landscape and market trends
- Guide and approve all digital creative and copies; develop guidelines for deliverables
- Direct web merchandising, search engine optimized copywriting and creative contents
- Analyze and generate reports on all digital campaign activities and eCommerce ROI
- Direct and create cross-channel contents using CMS, HTML, CSS, Photoshop, Flash, etc.
- Established Online Marketing Team; manage 2 direct reports - eCommerce Marketing Coordinators with creative agency, digital marketing services, social media/PR agency, web developers and warehouse staff

**Vitalicious, Inc.** – *Gourmet Weight Watchers™ Baked Goods*  
eCommerce Marketing Manager

12/2011-05/2013  
New York, NY

- Plan and execute eCommerce, paid media, email, mobile & social content strategies
- Conduct marketing and PR launches of new products on cross channel online

- Build up marketing and promotion strategies for emerging social & affiliate channels
- Initiate and develop social media channels and social paid advertising
- Establish and manage PPC and SEO strategy to achieve revenue and traffic KPI
- Conduct outreach and maintain vendor relations for online marketing opportunities, major online retailers including Amazon, FreshDirect, Target, affiliate sites, blogger network and social media marketing campaigns
- Social engagement rate increased 1200% with average interaction rate at 12%; generated revenue increased over 700%; referral traffic to web increased 4160%, social ROI at 210%
- Generate analytics report on social media and eCommerce campaign activities
- Manages the backend of official website; design and create microsites
- Manage 1 direct report - eCommerce Marketing Coordinator; 2 graphic designers
- Initiate and manage social media Internship program (2 interns, 3 months rotation)

**Merlin Entertainments Group**

08/2008-12/2011

*LEGOLAND Discovery Center, SEA LIFE & Madame Tussauds*

New York, NY

eCommerce Marketing Specialist- US Midway

- Develop & execute digital marketing strategies on eCommerce, email marketing, social media, paid media & mobile app for 3 brands/12 attractions
- Establish affiliate bloggers and vendor partnerships for local marketing teams
- Regulate web activities to evaluate campaign performances and provide analysis
- Create online content publishing and social media guidelines cross brands
- Function as Creative Director for brands' online, print media and collaterals
- Align global online marketing strategies with US Midway; reported to UK head office
- Present annually at Global Executive Summit on eCommerce and digital marketing
- Awarded Best Employee of the Year 2010

Marketing Coordinator, Madame Tussauds New York

08/2008-12/2010

*Note: Recruited by previous supervisor at United Nations Association*

- Initiate and maintain web marketing strategies, PPC campaigns and analytics report
- Plan and execute the yearly online marketing plan on budget for NY & D.C.
- Produce and perform online marketing strategies and social media guidelines
- Manage production of all creative materials for online and print for NY, DC and CA

**SONY BMG Music Entertainment**

05/2008-08/2008

*Commercial Music Group; Digital Marketing*

New York, NY

Online Marketing Consultant

- Strategically develop and manage web marketing projects; provide web analytics
- Maintain official websites of music labels – Sony, Columbia, Legacy and Masterworks
- Manage community boards of 10+ artists' official website & social media channels including Michael Jackson, Elvis, Billy Joel; supervise all related creative

**United Nations Association (UNA)**

10/2005-10/2007

United Nations Association of the USA (UNA-USA)

New York, NY

Web Marketing Coordinator

Humanitarian Campaign Intern

World Federation of United Nations Association (WFUNA)

Communications & Education Intern

**Seton Hall Teaching, Learning & Technology Center**

05/2007-01/2004

Media/Graphic Supervisor

South Orange, NJ

- Develop creative projects & educate faculty on graphic design, MS Office & web design

**EDUCATION** Seton Hall University; South Orange, NJ. B.S. Honors Program; May 2007

**LANGUAGES** Native in Korean and English; Advanced in Japanese; Conversational Chinese

– REFERENCES AVAILABLE UPON REQUEST –