

Kevin Hong

626-861-9006 · hongkevin233@gmail.com · hongkevin.com · Los Angeles, CA

PROFESSIONAL SUMMARY

Marketing professional with hands-on experience across brand strategy, social media management, and campaign development. Spearheaded the creative direction and execution for ParkClear, a smart-parking technology startup, establishing its digital presence from scratch and driving 1,000 organic downloads in 90 days with 6,000 monthly impressions. Awarded 3rd place at the Team One x The One Club 2026 Creative Boot Camp for Fit For Trade, a campaign rebranding trade education on behalf of Metabo HPT. Designed a full social media content and brand strategy for All Basics Uniforms in partnership with TikTok. Seeking to leverage cross-functional marketing expertise to drive measurable results for brands and campaigns.

WORK EXPERIENCE

Specialist | Apple Inc. · Los Angeles, CA · Nov 2021 – Present

- Delivers 95th percentile Net Promoter Score (NPS), reflecting premium customer service
- Generates B2B leads by engaging small business owners and transitioning them into Apple's CRM
- Coordinates scheduling and team operations for 50+ weekly appointments, managing the customer journey across a dynamic business environment
- Troubleshoots and resolves complex technical issues to elevate customer satisfaction

Social Media Content & Brand Strategist | Extern · Remote · May 2026 – July 2026

- Designed a full social media content system for a clothing brand, defining brand voice, visual identity, tone, and posting rhythm in partnership with TikTok
- Translated competitor and audience analysis into brand pillars, positioning, and a messaging architecture that strengthened consumer credibility
- Directed short-form video concepts and TikTok storytelling strategies via TikTok Creative Center to build brand awareness and engagement
- Delivered a comprehensive brand playbook for the client, integrating cross-platform visual templates, engaging caption frameworks, and a sample content rollout.

Digital Marketer | Team One x One Club For Creativity · Los Angeles, CA · April 2026

- Conceptualized Fit For Trade, an advertising campaign for Metabo HPT that reframed skilled trades as a viable Gen Z career path
- Conducted audience research on Gen Z labor trends and workwear fashion movements to inform overall creative strategy and pitch
- Allocated \$165,000 across social content and OOH advertising within a \$500,000 integrated budget including influencer partnerships and outdoor campaigns
- Analyzed KPIs across merchandise sales, vocational enrollment, content engagement, and flagship attendance to measure campaign impact

Digital Marketing Internship | ParkClear · Los Angeles, CA · Nov 2025 – Mar 2026

- Directed social media campaigns for an early-stage startup, generating 6,000 monthly impressions within 3 months through organic strategy alone
- Managed email marketing infrastructure for a 17,000-subscriber database, designing high-impact weekly newsletters to drive brand awareness
- Accelerated app growth to 1,000 organic downloads in 90 days by converting email and social content into a steady user-acquisition pipeline
- Developed brand voice and managed content calendar, producing 4–5 original posts weekly across social media platforms

SKILLS

Canva, Flodesk, Google Ads, CapCut, Google Analytics, Microsoft Excel, macOS/iOS, Project Management, Email Marketing, SEO, Brand Voice Development, Campaign Development, Copywriting, Competitor Analysis

CERTIFICATIONS

Google Digital Marketing & E-Commerce Specialization, Google Ads Search, Google Ads Measurement, Meta Marketing Analytics, UC Irvine – E-Marketing Specialization, HubSpot Digital Marketing, SEMrush

EDUCATION

Bachelor of Science, Business Administration – Marketing | California State University, Los Angeles