

Kevin Hong

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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 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