

Kevin Hong

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

PROFESSIONAL SUMMARY

Marketing professional focused on consumer behavior, brand strategy, and campaign execution. Scaled ParkClear, a smart parking app, from zero to 1,000 organic downloads in 90 days. Established a social media infrastructure for All Basics Uniforms. Bridged consumer research with modern marketing workflows to deliver strategic recommendations for Beats by Dre. I'm excited to help innovative brands connect with audiences and turn ideas into impact.

WORK EXPERIENCE

Specialist | Apple Inc. · Los Angeles, CA

Nov 2021 – Present

- Executes premium customer experience, ranking in the 99th percentile for Net Promoter Score (NPS)
- Generates B2B leads by engaging with small business owners and transitioning them into Apple's CRM
- Orchestrates scheduling and purchasing workflows for 100+ weekly appointments and sales, optimizing the customer journey in a high-volume business environment
- Troubleshoots advanced technical issues for clients, translating complex solutions into customer-centric experiences

Consumer Behavior & Market Analysis Extern | Extern

June 2026 – Aug 2026

- Formulated research objectives for Beats by Dre by applying advanced analytical frameworks and AI assisted data analysis
- Implemented a comprehensive survey solution, using Google Forms and automated chatbot tools to collect segmented consumer data from over 5,000 respondents
- Leveraged qualitative and quantitative data analysis, including visualization techniques in Google Sheets, to uncover actionable insights into behaviors and trends for Beats audio devices
- Utilized Customer Journey Mapping and AIDA frameworks to bridge the gap between consumer data and core marketing strategy

Social Media Content & Brand Strategist | Extern

May 2026 – July 2026

- Designed a full social media content system for a uniform brand, defining the brand voice, visual identity, and content calendar
- Translated competitor and audience analysis into brand pillars, positioning, and a messaging architecture that strengthened consumer credibility
- Directed short-form videos and storytelling strategies via TikTok Creative Center to build brand engagement
- Delivered a comprehensive brand playbook for the client, integrating cross-platform visual templates, engaging caption frameworks, and a sample content rollout

Digital Marketing Internship | ParkClear · Los Angeles, CA

Dec 2025 – Mar 2026

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

EDUCATION

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

SKILLS

Microsoft Excel, Adobe, Canva, CapCut, macOS/iOS, Project Management, Email Marketing, SEO, Content Creation, Brand Strategy, Copywriting, Competitor Analysis, Market Research

CERTIFICATIONS

Google SEO Fundamentals, Google Digital Marketing & E-commerce, E-Marketing Specialization, Marketing Analytics, Social Media Management (Coursera)