

Han Park

Online Marketer

Timezone:
Seoul, South Korea
KST/UTC+9

Email: hashlark42@gmail.com
Telegram: @hashlark

EMPLOYMENT

Vinfluencer.ai (Virtual Influencer Agency) / Social Media

2023 ~ Present (1yr), Remote

- Developed and managed influencer marketing campaigns using AI-driven tools, resulting in a +30% increase in engagement across social media platforms within six months.
- Expanded influencer network by +50% by generating new AI influencers and boosting influencer reach.
- Analyzed influencer performance metrics, optimizing campaigns for better ROI, which led to a +20% improvement in conversion rates for client products.
- Coordinated cross-platform promotional strategies, leading to a +25% growth in brand visibility for key clients in the tech and lifestyle sectors.

HashFeed.com / Crypto Exchange Marketing

2021 ~ 2023 (2yr), Remote

- Led the listing of +50 cryptocurrencies on major global exchanges, increasing platform liquidity and visibility by +40% within the first year.
- Negotiated partnerships with over 30 leading crypto projects, enhancing platform credibility and user engagement by +35%.
- Implemented user acquisition strategies that boosted platform sign-ups by +60% within six months, driving revenue growth.
- Monitored market trends and competitor analysis, providing actionable insights that resulted in a +15% increase in trading volume on the platform.

Krown.io / NFT Marketing

2017 ~ 2020 (3yr), Remote

- Launched viral meme-based NFT marketing campaigns, driving a 50% increase in community engagement on social media and Discord within three months.
- Increased NFT sales by 40% through targeted influencer

partnerships and social media activations, fostering a strong collector community.

- Implemented growth strategies, resulting in a 30% increase in unique wallet holders and enhanced brand visibility in the NFT space.
- Collaborated with creative teams to produce compelling meme content, leading to a 20% boost in organic traffic to the platform and increased brand awareness.
- Managed cross-channel promotions, optimizing budget allocation and achieving a 25% reduction in customer acquisition cost for the NFT drops.

GetLiner.com / Global Marketing

2016 ~ 2018 (2yr), Korea

- Promoted content highlighting tool that saw a +25% increase in user engagement within three months of release.
- Coordinated product development efforts that led to a +15% reduction in user onboarding time, enhancing overall user experience.
- Implemented data-driven marketing strategies, boosting app downloads by +40% and active user rate by +30% within a six-month period.
- (Pivot: was an educational highlight tool, now pivoted to AI search engine)

PikiCast.com / Developer & Content Curation

2014 ~ 2015 (1yr), Korea

- Developed scalable Java-based backend systems, optimizing platform performance and reducing server response time by 20%, enhancing user experience.
- Curated viral and trending content, increasing website traffic by +30% and driving higher user engagement across social media channels.
- (Closed: was a BuzzFeed for Korea, now only remnants of their media remain on YouTube)

EDUCATION

University of London, SOAS / BA, Bachelor

2008 ~ 2013 (3yr), United Kingdom

Bachelors of Arts (3 yr)

Field of Study: APAC History

Military Service (2 yr: Gap)