



Jay Oh

DIGITAL MARKETING

London, UK

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Languages

English (Fluent)

Korean (Native)

About

I am a digital marketing expert with 20 years of experience in driving digital marketing business on a Pan-European scale for clients such as Samsung and LG. My expertise lies in delivering comprehensive digital marketing strategies, overseeing operations, and executing impactful campaigns. Additionally, I have directly communicated with European CEOs, CFOs, and other client-side C-level stakeholders for proposal development and performance reporting.

My focus areas include:

- Efficient digital marketing operations with optimized process and resource management.
- Multi-cultural team management fostering an inclusive and collaborative culture.
- Restless process and performance analysis

BRANDS WORKED WITH

- Cheil UK
- DIGITAL
- GIIR Germany GmbH (HS Ad)
- Samsung.com European Operations

Experience



● Head of Efficiency

Cheil UK | Jan 2021 - Mar 2023

As the Head of Efficiency, I spearheaded critical initiatives to optimise resource utilisation and drive profitability across the organisation.

My key accomplishments are:

Resource Efficiency and Profitability:

- 130+ Resources, £20M+ Projects: I took charge of enhancing the efficiency and profitability of the company's extensive resources (130+) and large-scale projects (£20M+).
- Business Process Reengineering: I re-established robust business processes and Key Performance Indicators (KPIs) to streamline operations and maximize resource utilisation.
- Pan-European Implementation: Across the UK and five other key European countries (300+ resources), I successfully implemented project delivery process and resource management tools, including Jira and Tempo.
- Real-Time Utilisation Dashboard: I designed and set up a dynamic utilisation monitoring dashboard with PMC (Performance Marketing Centre) using Power BI, providing real-time insights into resource allocation and project performance .
- Executive Reporting: Regularly interfaced with the CFO and CEO, presenting comprehensive reports on forecasting, optimisation, and profitability strategies.

Interim Head of Delivery:

- Holistic Oversight: Led the entire delivery team (30+ members) across diverse areas, including digital platform operations(BAU), Conversion Rate Optimisation (CRO), Campaigns, and Flagship Launch Projects.
- Strategic Leadership: Guided the team through successful project execution, ensuring alignment with organisational goals and client expectations.
- Recruitment Approval: first stage approver in all billable resource recruitment decisions, collaborating closely with the CFO and CEO to onboard top talent.



● Head of Data Driven Retail Marketing

Cheil UK | Sep 2019 - Dec 2020

In pursuit of digitalising the company's retail marketing business, I re-shaped our approach. Here are the key accomplishments:

- Integrated Performance Analysis Framework:

I established a robust performance analysis framework to connect on-line and offline data streams of the client to gain deeper insights into customer behavior, campaign effectiveness, and overall retail performance.

- Brand Management Platform (BMP) Phase 1:

I led the development of client's retail database in Europe which can be integrated with online insight data. This comprehensive database encompassed critical information about retail stores, fixtures, and displayed product details. After successful deployment in UK, client decided to expand its usage across Europe and Asia. The BMP app became an essential tool for real-time data synchronisation and informed decision-making.

● Head of Digital Marketing Centre

GIIR Germany GmbH (HS Ad) | Sep 2016 - Aug 2019

As the Head of the European Digital Marketing Centre (DMC) for LG's European headquarters, I created DMC within HSA Ad EHQ and transformed LG's digital marketing capabilities in Europe.

My key achievements are:

- Setup LG's European digital marketing European governance structure
- Optimised yearly European digital marketing operations and budget
- Managed European implementation of global .com operations renewal
- Launched and operated European content centre with LG Magazine article/video creation for search traffic increase and social engagement



● Head of Digital Marketing Centre

Cheil UK | Feb 2012 - Aug 2016

As the Head of the Digital Marketing Centre (DMC), I expanded digital platform operations focused Online Marketing Centre (OMC) to Digital Marketing Centre (DMC) with additional capabilities of performance analysis and content marketing.

My key achievements are:

- 2012 London Olympics Digital Hub:

I led the delivery of Samsung's global Digital Hub and multiple projects during the 2012 London Olympics, orchestrating onsite content creation for .com and social media (FB, Twitter, YT), and real-time updates & global distribution in local languages during the Olympic Torch Relay. Samsung became No. 1 among the London Olympics sponsors such as Nike, BBC, Coca-cola, Sony, VISA.

- Global Social Media Centre (SMC)

I proposed Samsung HQ with global community management structure and piloted in UK. With consistent capabilities and real-time monitoring system, UK SMC became the European Social Media Centre (SMC) then Samsung HQ established SMC in all regions.

- Content marketing platform 'Samsung Discover'

I initiated content marketing for Samsung's flagship launches to engage and drive the initial interests from consumers to traffic to .com and Samsung's social media channels. With its initial success with traffic (5M+ visits) and pre-sales increase, Samsung Discover rolled out to 17 countries in Europe, MEA and APAC.

- Share Service Operations (SSO) for Samsung digital marketing in Europe

Optimised and enhanced Samsung's European digital marketing operational capabilities and

governance with offshored publishing resources and UK based digital marketing strategy team for Samsung EHQ.

- Digital marketing platform upgrade with Adobe Marketing Cloud
Implemented global platform implementation of Adobe Experience Manager in Europe

● Head of OMC (Online Marketing Centre)

Samsung.com European Operations | Jul 2007 - Jan 2012

I made a major leap in Cheil's digital business in Europe with Online Marketing Centre (OMC) for Samsung. With OMC, Cheil could start proper

digital marketing capabilities and proceeded Pan-European digital marketing business.

My key achievements are:

- Successful sales of global retainer (50+) to Samsung HQ for global samsung.com operations.
- Pan-European digital marketing capability setup in 8 European network offices including recruitment and training
- Samsung.com BAU operations and global change management (Phase 1 - 3) including mobile web launch

● **Senior Account Manager**

DIGITAL | Oct 2003 - Jun 2007

Account management for digital business

- Managing samsung.com/uk for Samsung Electronics UK (2004)
- Execution of multiple online projects for Samsung Mobile
- Execution of Samsung mobile launch (online + offline events)

Education & Training

1991 - 1997

● **Sogang University**

Bachelor of Arts,