

MICHAEL KWON

Digital Marketing Specialist

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PROFESSIONAL SUMMARY

Digital marketing professional with extensive experience spanning web development, email marketing, paid search/social advertising, and visual content creation. Proven track record managing end-to-end digital marketing operations — from WordPress website development and hand-coded HTML email campaigns to Google Ads and Microsoft Ads campaign management focused on improving CPA, CTR, and conversion rates. Bilingual (Korean/English) with a B.A. in Graphic Design and a strong design-to-execution skill set across the full marketing stack.

CORE SKILLS

- Paid Media & Analytics: Google Ads, Microsoft Ads, LinkedIn Ads, Google Analytics — campaign creation, keyword/bid optimization, ad copy testing, CPA/CTR/conversion tracking
- Web Development: WordPress, HTML5, CSS3, JavaScript — site management, page creation, hand-coded responsive email templates
- Email Marketing: SendGrid, monthly newsletters, promotional/discount campaigns, abandoned cart and holiday email blasts
- Design & Video: Adobe Photoshop, Illustrator, InDesign — datasheets, brochures, trade show materials; Adobe Premiere Pro & After Effects for product video editing and motion graphics
- SEO & Search: Google Search Console, keyword research, on-page SEO, landing page optimization for paid and organic search performance

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist | GVision USA, RSM, CA | 2019 – Present

- Develop and maintain company WordPress website, including building new pages, updating content, and managing overall site structure.
- Manage Google Ads and Microsoft Ads accounts end-to-end: build new campaigns, optimize keywords, headlines, and ad descriptions to improve CPA, CTR, and conversion rate.
- Custom code monthly HTML/CSS email newsletters and promotional discount campaigns using SendGrid for email blasts.
- Design company and product brochures, trade show posters, and marketing collateral for print and digital distribution.
- Create and edit product videos and motion graphics using Adobe Premiere Pro and After Effects for YouTube and digital marketing channels.
- Manage LinkedIn advertising campaigns to support social media marketing and lead generation efforts.
- Support sales operations through Zoho CRM — creating quote templates, uploading leads, and maintaining customer records.
- Plan and manage end-to-end trade show operations including booth concept design and layout, exhibitor portal management, partner coordination meetings, show services and logistics ordering, and pre-show marketing initiatives.

Email Marketing & Front-End Developer | Spikes, Inc., Gardena, CA | *Feb 2018 – 2019*

- Created weekly email marketing campaigns using SendGrid, hand-coding responsive HTML5/CSS layouts.
- Scheduled holiday and abandoned-cart email campaigns to increase sales.
- Developed mobile-optimized UI/UX for shopping cart, checkout, and account pages to boost mobile conversion.
- Updated and redesigned the company's live e-commerce website as front-end developer.

Web Design / E-Commerce Coordinator | Lock & Lock USA, Anaheim, CA | *Jun 2016 – Nov 2017*

- Managed and optimized company e-commerce website to increase sales; designed e-commerce banners and scheduled promotions via OpenCart.
- Initiated and managed sales programs across Amazon Vendor Central, Wayfair, Houzz, and eBay.
- Managed email blast campaigns, Facebook, and Google AdWords as online marketing channels.

Website Design & Visual Marketing | Orion Images Corp., Westminster, CA | *Sep 2008 – Dec 2015*

- Renovated and maintained company website for a commercial-grade LCD display manufacturer; led UI redesign and built e-commerce site.
- Designed product spec sheets and yearly multi-page product catalogs for U.S., Korean, and Latin American markets.
- Created and launched HTML email marketing campaigns; managed company email accounts and web hosting for U.S. and Korean offices.
- Produced trade show marketing materials for security and broadcast industry events (print and digital).

**Additional experience in web design and graphic design available upon request.*

CERTIFICATIONS

Fundamentals of Digital Marketing — Google | Completed January 2025 | ID: 359624639

EDUCATION

B.A., Graphic Design — California State University, Fullerton

LANGUAGES

Bilingual in Korean and English — able to support Korean-speaking clients and partners directly.