

Nicolas Sung Hyun Buonasora

Data Driven Strategist | Social Media Marketing & Management | Project Management | Client Relations
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Professional Summary:

Data-driven and customer-centric marketing expert with over 6 years of experience in executing omnichannel ad campaigns. Demonstrated success in spearheading strategic planning, project management across cross-functional teams, and driving performance to exceed KPI targets and achieve substantial revenue growth.

Experience:

Jetfuel Agency, Remote

Client Strategy Manager

Jul. 2023 – Aug. 2024

- Directed strategic initiatives for 6+ F&B ecommerce clients across Lifecycle, Meta, and Google, managing monthly budgets of \$150K+.
- Spearheaded Perfect Snacks' 2023 YoY revenue growth by up to 375% by leveraging paid social media, lifecycle, and Google campaigns.
- Consistently boosted Tate's Bake Shop's YoY revenue growth by 20 - 30% each month by strategizing and executing varied promotions.
- Revamped agency's reporting process to paint a clear picture of performance and each respective channel's strategy to achieve targets.

Yoke Network, Remote

Account Manager

Jan. 2022 – Jun. 2023

- Managed the development of a new pricing system, leading to increased agency profits of 20%+.
- Drove ROAS for 7+ mobile app clients by 200%+ through data-driven paid ads planning and execution.
- Achieved 50%+ growth in client sales performance by developing creative strategies and leveraging TikTok User Generated Content.
- Managed monthly marketing budgets of \$200K+, upselling clients to increase budgets by up to 550%.

Hate Is A Virus, Remote

Jul. 2020 – Jul. 2022

Social Media Manager

- Secured a 560% increase in Instagram following by leading and executing social media campaigns within one year.
- Raised \$1 million USD to support Asian American/Pacific Islander led organizations.
- Managed end-to-end social media influencer collaborations to promote the anti-racism message and merchandise sales.
- Engaged with the community daily to ensure consistent messaging and handled inquiries on social media platforms.

AXIS-Y, Seoul, South Korea

Aug. 2021 – Feb. 2022

Global Marketing Assistant

- Orchestrated the product development of a skincare line by meeting with customers and coordinating with the R&D team.
- Boosted revenue by 125% by developing and executing social media and influencer marketing strategy to enter the U.S. market.
- Grew Instagram following by over 10% in 5 months through an optimized content strategy.
- Maintained budget efficiency as the lead point of contact for influencers, driving brand awareness with content generating 5M+ views.

MediaRadar, New York, NY

Junior Operations Associate (Freelance contract) – Events and Inventory

Dec. 2019 – Apr. 2020

- Led outreach efforts to collect data from B2B events, fulfilling direct requests from the company CEO.
- Addressed special requests from the client service team to ensure satisfaction among company clientele.

Agent3, New York, NY

Account Associate (Freelance contract)

Mar. 2019 – Aug. 2019

- Managed and tracked programmatic ads for clients to generate and convert leads.
- Led the creative strategy of digital ads and landing pages for Salesforce, including authoring copy for A/B testing.
- Developed email newsletters via Marketo and Figma to provide actionable insights for clients' marketing and sales teams.

Simmer Group, New York, NY

Creative Marketing Intern

Nov. 2017 – May 2018

- Grew foot traffic by 200% to the speakeasy Patent Pending by managing the Instagram creative strategy.

Black Tap, New York, NY

Creative Marketing and Events Intern

Nov. 2015 – May 2016

- Increased guest traffic by 500% at Soho and Meatpacking District locations through social media and influencer marketing initiatives.

Skills and Certifications:

- E-commerce Operations: Product listings, Conversion Rate Optimization, Pricing Strategies
- Creative Strategy Development: Cross-functional collaboration, Campaign Execution, TikTok, Instagram, Facebook, Pinterest, Blogs, Videos, Static Images, Influencer Collaborations, UGC
- Data Analysis: Market research, Customer behavior, Campaign performance
- Tools: Slack, ChatGPT, G-Suite, Microsoft Office, HubSpot, Google Analytics 4, AirTable, Notion, Canva, Sprout Social, Replai, Figma, Marketo, ClickUp, Wrike, Trello, Asana, Amplitude, Klaviyo, Bold
- Certification: CVENT Certified

Education:

Pace University, Lubin School of Business, New York, NY

Bachelor of Business Administration in Management, Marketing Minor

General Assembly

Certificate of Completion in Digital Marketing