

Dohyung Choi

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EDUCATION

McGill University – Desautels Faculty of Management, Montreal, Canada 2013 - 2019
Bachelor of Commerce, Major in General Management (concentrations in Marketing and International Business)

United World College of South East Asia(UWCSEA), Singapore, Singapore 2011-2013
International Baccalaureate

WORK EXPERIENCE

Google, Seoul, South Korea 2020 - Present
Senior Account Manager

- Contributed to achieving over 100% YoY (2021 and 2022), and 50%+ YoY (2023~) ad spending for key finance clients (subsidiaries of KB, Samsung, Shinhan, Hyundai Financial Group) while successfully delivering the campaign performance
- Successfully adopted and implemented new advertising solutions for key clients to improve their performance marketing efficiency by more than 50% across Google Search, Youtube and Performance Max campaigns
- Contributed on signing multiple business partnerships with C-levels of the finance clients across major insurance companies, and delivered key collaboration agendas successfully to increase the ad revenue by over 80% (2024)
- Represented the team as a champ to deliver product/Go-to-market related ideas to the APAC regional teams on Youtube and Google Analytics 4, and communicated the regional teams' product Go-to-market idea with the internal sales team to ensure that products are well tested and implemented in the Korea market
- Collaborated with KR leadership teams and APAC product managers to discuss the sales workflow improvement and deployed global sales workflow updates to the KR team with trainings and decks

Expedia Group, Seoul, South Korea 2019 - 2020
Market Associate

- Assisted market managers through optimizing content, rate and availability competitiveness of more than 600 hotels on the Expedia sites to increase customer conversion
- Secured promotional offers and additional lodging rates and availability to support the brand's marketing efforts and satisfy customers over the high demand period, contributing to over 10% YoY growth on net room nights and raw margin dollars
- Analyzed the business impacts of company's new pricing actions on the partners and the markets in Korea, to provide the areas of improvement of the new pricing actions to senior managers
- Educated hotel partners of the various features of the Expedia partner platform to maximize revenue and occupancy
- Performed top 5 on number of partner interactions, and top 8 on the successfulness of sales pitch among more than 300 market managers and market associates on the APAC region in Q4,2019

TRIA BEAUTY, INC, Seoul, South Korea 2014 - 2015
Marketing Intern

- Translated user manual for a new product and product information on brand websites to ensure that contents on the Korean website corresponds to the contents in the US website
- Monitored brand website performance by analyzing Google analytics data, published promotion programs on the website, outlining various marketing promotion ideas to increase the leads
- Conducted keyword monitoring to ensure the company's online marketing ROI is on target and provided proposal to increase program efficiency

Other Relevant Experience

United States Army Garrison Camp Humphreys, Pyeongtaek, South Korea 2016 - 2017
Supply Specialist, Senior KATUSA (Korean Augmentation to the United States Army)

- Ensured overall well-being and health of 70 LRC (Logistics Readiness Center) soldiers and supervising them to providing ongoing support
- Created a new work manual for GCSS-Army SAP system for LRC to teach soldiers and army civilians who lack English proficiency
- Awarded Army Commendation Medal(ARCOM) for excellence in manpower management and outstanding performance on educating more than 100 newly arrived soldiers and army civilians