

## PROFESSIONAL SUMMARY

Marketing Director | Brand, Culture & Audience Growth

Marketing leader with 10+ years driving audience growth and cultural impact for global brands. Experienced leading integrated campaigns across entertainment, live events, and digital platforms, combining brand strategy, creator partnerships and performance marketing to deliver results.

**TOMMY  
LIU**



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## EXPERIENCE

### CJ ENM America

U.S. division of one of Asia's leading entertainment and media company producing globally recognized Korean IPs

#### Director, Marketing | Mar 2024 – Nov 2025

- ▶ Led integrated marketing strategy across CJ ENM's U.S. entertainment portfolio including streaming programming, global artist tours, and KCON LA—the largest K-pop festival
- ▶ Owned annual marketing strategy for KCON LA, aligning brand positioning, creator partnerships, and performance campaigns to drive ticket demand and cultural visibility
- ▶ Rebuilt KCON LA's influencer ecosystem into a zero-paid partnership model, generating 44M+ organic views while eliminating influencer spend
- ▶ Executed GTM strategy for CJ ENM programming partnerships with Amazon Prime Video and Samsung TV Plus, driving subscriber acquisition and viewership through fandom-targeted campaigns and creator activations

### Universal Pictures

One of Hollywood's "Big Six" film studios

#### Director, Multicultural Marketing | Feb 2022 – Jul 2022

- ▶ Shaped marketing strategies within global theatrical campaigns targeting multicultural Millennial and Gen Z audiences
- ▶ Produced culturally relevant campaigns across social, paid media, brand partnerships, and talent collaborations
- ▶ Partnered with publicity, creative, and experiential teams to execute integrated campaigns

## PROFICIENCIES

Go-To-Market

Social Media & Digital

Brand Strategy

Fandom

Analytics

Integrated Campaigns

Influencers & Creators

Experiential

Events

Creative Strategy

Brand Partnerships

## TOOLS

Sprinklr

WordPress

Photoshop

Sysomos

Sprout Social

Wix

Influential

8Cloud

Keynote

Google Doc

Excel

PowerPoint

Mailchimp

Snap

Instagram

Facebook

Twitter

TikTok

Canva

AI

Reddit

YouTube

## PERSONAL SUMMARY

Passionate about tactful marketing and entertainment; largely film and television followed by music, games, and books, both domestic and international. An enthusiast of pop culture, writing, and community, wanting to make an impact. Recently partnered with the legendary hip-hop group Wu-Tang Clan on an upcoming project for a global audience.

## TOMMY LIU

Marketer, storyteller, traveler,  
& hip-hop head

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## EXPERIENCE

### Stage 13 | Warner Bros

Studio producing original series for diverse Gen Z audiences

### Marketing & Communications Manager | Apr 2017 – Now

- ▶ Orchestrated integrated marketing campaigns for new series and films distributed across Netflix, HBO, and HBO Max, combining social, experiential, PR, and partnership activations
- ▶ Oversaw audience growth strategies leveraging creator collaborations and cultural partnerships to expand reach among Gen Z and multicultural viewers
- ▶ Analyzed campaign performance and insights to optimize media allocation and strategy, reducing marketing costs
- ▶ Supervised agencies, vendors, and internal teams to execute cross-platform marketing initiatives

### Golin | AOR for Nintendo of America

Holistic global communications agency designed to win

### Digital/Social Manager | Oct 2014 – Mar 2017

- ▶ Scaled Nintendo's social media audiences to 20M+ followers through platform-native content and campaign activations
- ▶ Spearheaded social marketing for *Zelda: Breath of the Wild*, the 5<sup>th</sup> best-selling game of 2017, driving launch conversation
- ▶ Harnessed fandom insights and engagement strategies to activate communities around program launches

## EDUCATION

### California State Polytechnic University, Pomona

B.S. in Advertising/Marketing (Cum Laude)

## MARKETING AWARDS

MarCom 2022

w3 2022 & 2020

Cynopsis Best of 2021

PRO 2020

Telly 2020 & 2018

Shorty 2020 & 2016

## STRENGTHS

Passion Leadership

Resiliency Ambition

Resourcefulness

Storytelling Creativity

Efficiency Adaptable

Communication

Problem-Solving

## WEAKNESSES

Ice Cream

## INTERESTS

Film Television

Animation Music

Internet & Pop Culture

Writing Community