

## PROFESSIONAL SUMMARY

Award-winning digital marketing strategist with 10+ years of experience in social, data, and content. An entrepreneurial mindset focused on results engaging consumers. Detailed leader problem-solving on a macro and micro level working cross-functionally. Eager to join, lead, and contribute to a driven company as a valuable member with a strategic, analytical, and creative background.

**TOMMY  
LIU**



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## EXPERIENCE

### CJ ENM America

A branch of Asia's leading content and media company

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

- ▶ Lead 360° marketing and PR strategy and creative for Korean entertainment properties in the U.S. and LATAM, including KCON, the largest K-pop and K-culture festival; K-dramas; and events
- ▶ Direct content production for multi-platform marketing assets collaborating with HQ, agencies, and freelancers to deliver fast-turnaround, high-impact content
- ▶ Oversee end-to-end branding marketing partnerships with sponsors, influencers, and nonprofit organizations, translating brand goals into high-performing campaigns
- ▶ Drive fan loyalty and engagement across social, CRM, OOH, partnerships, and grassroots initiatives ensuring cohesive storytelling across earned, owned, and paid media channels

### Universal Pictures

One of Hollywood's "Big Six" film studios

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

- ▶ Leverage cultural intuition to structure and direct digital marketing plans under a global campaign strategy serving multicultural Millennials and Gen Z communities
- ▶ Develop and execute bespoke digital marketing ideas across social, organic and paid media
- ▶ Harness strategic partnerships (talent, influencers, brands, platforms, etc.) across key moviegoer interest verticals
- ▶ Collaborate with departments from digital, media, publicity, music, and creative to produce culturally-relevant tactics

## PROFICIENCIES

Management Ideation

Social Media & Digital

Design Strategy

Research Analytics

Social Listening

Finance & Budget

Experiential Writing

Content Creation

Presentation Building

## TOOLS

Sprinklr WordPress

Photoshop Sysomos

Sprout Social Wix

Influential 8Cloud

Keynote Google Doc

Excel PowerPoint

Microsoft Teams 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, seeking opportunities to combine both spaces in fun and innovated ways. An enthusiast of pop culture, writing, and supporting communities, wanting to make an impact. Recently partnered with 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

A studio creating diverse and multicultural scripted and unscripted TV/films for Netflix, HBO, HBO Max, and more

- ▶ Establish and implement digital lifecycle campaign strategies including social, events, partnerships, analytics and awards
- ▶ Ideate creative and content for digital, AV, branding, voice, editorial, interviews, PR, websites, shoots, and activations
- ▶ Analyze analytics to adjust approach maximizing reach and minimizing costs, saving hundreds of thousands of dollars
- ▶ Guide coordinators, interns, agencies, vendors, and platform partners for cross-functional collaborations

### Golin | AOR for Nintendo of America

A holistic global communications agency designed to win

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

- ▶ Manage upward of 10 concurrent social media campaigns to reach KPIs, improve engagement, and drive sales/actions
- ▶ Grow social accounts to over 20MM followers

### Supercool Creative

A digital creative agency specializing in big ideas

### Sr. Digital Marketing Strategist | Oct 2008 - Jan 2014

- ▶ Build social marketing plans and produce videos for brands

## EDUCATION

### California State Polytechnic University, Pomona

B.S. in Marketing (Cum Laude) | Sep. 2006 - Jun. 2008

- ▶ Sacramento City College | Aug. 2003 - May 2006

## MARKETING AWARDS

MarCom 2022

w3 2022 & 2020

Cynopsis Best of 2021

PRO 2020

Telly 2020 & 2018

Shorty 2020 & 2016

## STRENGTHS

Passion Collaboration

Resiliency Ambition

Resourcefulness

Storytelling Creativity

Efficiency Adaptable

Communication

Problem-Solving

## WEAKNESSES

Ice Cream

## INTERESTS

Film Television

Animation Music

Internet & Pop Culture

Writing Community