TOMMY LIU

Currently: Independent Marketing Consultant
Marketing Director | Entertainment, Social, Creators & Audience Growth
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PROFESSIONAL EXPERIENCE

CJ ENM AMERICA – Director, Marketing **Mar. 2024–Nov. 2025**
U.S. entertainment company behind KCON, with film, television, and K-pop programming

- Led U.S. integrated marketing for CJ ENM's streaming programming, international artist tours, and KCON LA, the largest K-pop festival in the world
- Owned the marketing plan and annual budget for KCON LA 2025, spanning partnerships, CRM, PR, and performance campaigns; the festival welcomed 125K+ attendees
- Rebuilt KCON LA's influencer program with fee-free partnerships, generating 44M+ organic views
- Built go-to-market campaigns for programming on Amazon Prime Video and Samsung TV Plus FAST channel, matching seasonal content to cultural moments and audience interests
- Developed a concert production partnership to expand P1Harmony tours into LATAM and Europe, gathering first-party fan data to inform international planning

FAMILY CAREGIVING **Aug. 2022–Oct. 2023**

UNIVERSAL PICTURES – Director, Multicultural Marketing **Feb. 2022–Jul. 2022**
Major film studio releasing theatrical titles worldwide

- Produced multicultural campaigns across digital, paid media, brand partnerships, activations, and talent, working with Meta, TikTok, and Twitter to reach Hispanic, Black, and AAPI audiences
- Developed an LA Galaxy halftime partnership for *Jurassic World Dominion*, reaching 2.1M+ fans across in-person, web, and social activations to engage Hispanic moviegoers

STAGE 13 | WARNER BROS – Marketing & Communications Manager **Apr. 2017–Feb. 2022**
Warner Bros. studio producing scripted and unscripted originals for diverse audiences

- Led content, social, experiential, publicity, and partnership campaigns for series and films, including Emmy-nominated titles on Netflix, HBO, and HBO Max
- Built audience campaigns around creator collaborations and cultural partnerships to connect series with Gen Z and multicultural viewers
- Used campaign results, audience insights, and budget tracking to guide media allocation and creative decisions across the studio's slate
- Supervised a coordinator, specialist, and seasonal interns; coordinated campaign execution across marketing, PR, production, post-production, creative, legal, and agency teams

GOLIN – NINTENDO OF AMERICA – Digital Manager **Oct. 2014–Mar. 2017**

Communications agency; Nintendo of America account

- Scaled Nintendo of America's social media audiences to 20M+ followers through platform-native content, community management, and campaign activations
- Led social, influencer, and behind-the-scenes activations for *The Legend of Zelda: Breath of the Wild* at E3 and through launch
- Built a dual-narrative campaign for *Fire Emblem Fates*, using fan brackets, version-specific trailers, and an Instagram choose-your-own-adventure game to drive pre-launch engagement
- Led digital and social marketing across Nintendo of America's hardware, software, mobile, amiibo, and brand campaigns

SELECTED ACHIEVEMENTS

- KCON's first B2B industry event. Launched the event partnering with Variety, expanding the festival beyond fans and positioning it as a platform for entertainment execs and deal-making
- KCON's highest-viewed Instagram video. Produced a Father's Day video with previous concert footage that generated 1.3M+ organic views, becoming the account's most-viewed of all time
- *The Black Phone*: a late pivot to an overlooked audience. Used first-party data to target over-indexing Black moviegoers three weeks before release, securing D.C. Young Fly for a private Atlanta screening. His Instagram reaction video generated 200K+ views in under three hours
- *It's Bruno!*: from URL to IRL. Built Instagram from 0 to 17K followers in under four weeks, leading to coverage in Bustle, producing a Pup-Up Gallery at two LA locations following an extension driven by demand, and securing a speaking engagement for the show's creator at PetCon
- *Mario Party 10*: Nintendo's first virtual launch. Produced the event, generating 3 worldwide and 9 U.S. Twitter Trending Topics, 60M+ reach, and 5K+ clicks to purchase; featured in The Washington Post and recognized with a Shorty Award
- #stage13supports: from community passion project to season finale. Helped launch a campaign supporting Asian-owned restaurants during COVID-19 and rising anti-Asian sentiment. Documented the initiative for social content; the campaign became a featured segment in season two of *Family Style*

EDUCATION

B.S. in Advertising/Marketing (Cum Laude) – California State Polytechnic University-Pomona

BEYOND THE CAMPAIGNS

I'm a music festival lover and TikTok doomscroller, usually keeping an eye out for campaigns that make me wish I'd thought of them. Lately, I've been exploring AI's creative possibilities and learning how the technology is changing the way we work. I also bought a small commercial building, so I'm currently marketing to my toughest audience yet: prospective tenants.