

# Ana Clara Meirelles Vitale

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## PROFILE

Passionate digital marketing specialist with 5+ years of experience driving results through strategic creator partnerships, engaging content creation, and data-driven campaign management. Proven ability to manage global communities, and achieve exceptional results within the dynamic gaming landscape. Thriving in a fast-paced environment and exceling at collaborating across teams to execute impactful initiatives. Fluent in English, Korean, and Spanish.

## EXPERIENCE

### **KRAFTON, Seoul** - *Marketer*

MAY 2021 - PRESENT

- **Managed the global social media channels** for mobile games, including YouTube, Meta, and TikTok.
- **Planned and executed engaging content** for different social media channels to drive user engagement and increase audience across international markets.
- **Leveraged data-driven insights to optimize ad campaigns** and achieve exceptional conversion rates and ROAS.
- **Conceptualized partner campaigns** in collaboration with internal teams.
- **Analyzed ongoing and emerging creator trends** to optimize effectiveness and stay ahead of the curve.

### **PFD Co., Ltd., Seoul**- *Amazon Team Manager*

JAN 2020-MAY 2021

- **Managed PPC campaigns on Amazon Advertising**, analyzing search terms and competitor keywords to improve efficiency and ROI.
- **Increased sales by 200% over one year** through targeted influencer marketing campaigns and optimized product detail pages for Korean skincare brands on Amazon.
- **Delivered comprehensive B2B and B2C marketing campaigns**, social media plans, and SEO strategies, achieving significant organic traffic growth and improved search engine rankings.

## **PFD Co., Ltd., Seoul - Manager**

JUN 2016-JAN 2020

- **Managed Amazon Brand Store, Sponsored Products, and Sponsored Brand campaigns** to drive sales, brand awareness, and product visibility.
- **Conducted in-depth keyword research and on-page optimization**, resulting in improved organic conversions and search engine ranking.
- **Developed effective link-building strategies** to further enhance website authority and organic traffic acquisition.
- **Collaborated with cross-functional teams** to execute impactful marketing initiatives and achieve shared goals.

## **EDUCATION**

### **KyungHee University, Seoul - Master's Degree in Journalism and Communication**

- AUG 2014-AUG 2016

### **Universidad de la República, Montevideo - Bachelor's Degree in Journalism and Communication (Advertising)**

- MAR 2006-DEC 2009

## **LANGUAGES**

- Spanish (Native)
- English (Fluent)
- Korean (Advanced)
- Portuguese (Basic)

## **SKILLS**

- Influencer Marketing
- Community Management
- Content Marketing
- Campaign Management
- Social Media Marketing
- SEO & SEM
- Data Analysis & Reporting
- Project Management
- Excellent Communication & Interpersonal Skills
- Collaboration & Teamwork
- Proficient in MS Office Suite & Google Spreadsheets
- Adaptable & Fast Learner