

JU WON BAE (JONATHAN)

MARKETING AI & AUTOMATION SPECIALIST

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SUMMARY

Product and GTM builder with 4+ years in global B2B marketing at LG Electronics and current founder/product systems work at CHOOZE. Combines positioning, ABM, sales enablement, market intelligence, and localization with hands-on experience building AI-assisted software using React Native/Expo, Supabase/Postgres, analytics, release tooling, and LLM APIs. Proven at translating customer signals and technical workflows into practical launch, growth, and adoption decisions.

PROFESSIONAL EXPERIENCE

Independent Product & AI Systems Architecture	Seoul, South Korea
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Founder | Product Designer & Systems Architect | Mar 2026 – Present

- CHOOZE (Mobile Social Platform)
 - Founded and designed CHOOZE, solo-built cross-platform iOS/Android app and web experience using React Native/Expo, Supabase/Postgres, analytics, moderation, and release tooling.
 - Applied hands-on product and AI tooling experience to translate technical constraints into clear product capabilities and growth decisions.
- Onggi Architecture Initiative (Local-First AI Governance)
 - Authored architectural specification and product design for Onggi, a local-first management plane for coordinating AI agents, durable background jobs, and provenance-aware knowledge vaults.
 - Modeled a local-first system architecture (Electron + SQLite + Markdown + OpenTelemetry) prioritizing Markdown as the authoritative source of truth over derived/rebuildable SQLite indexes.

LG Electronics HQ	Seoul, South Korea
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Global B2B Marketing Manager (Information Display Division) | Jul 2022 - Mar 2026

- Managed ABM budget and performance for high-value B2B accounts; used segmentation, A/B testing, newsletter content, and localized assets to reach a 30% open rate and 15% CTR throughout ABM campaigns.
- Built AI Streamline to replace agency-dependent market-research, reporting, and content-support workflows with in-house AI systems, reducing marketing budget usage by 90% and weekly GTM reporting workload by 80%.
- Developed Python workflows that extracted buying signals from OTA reviews, providing regional teams with actionable sales leads and supporting GTM decisions and market intelligence for LG Hotel TVs and SaaS like LG Pro:Centric and PMS.
- Partnered with Sales, agencies, and regional stakeholders to align GTM messaging, global sales-enablement materials, IMC execution, AI localization, and the 10M+ view Elevate Your Work campaign.
- Led local marketing agencies to produce marketing content (Promotional Videos, Product Launchers, USP Videos, LG.com websites, sales fliers, etc.)
- Led training sessions for new marketing tools (i.e., PathFactory, or in-house developed marketing tools) to the global workforce across 10 regional offices.

Twobeone Entertainment

Seoul, South Korea

Global Communications & Project Manager | Jan 2019 - Aug 2019

- A sports agency (5 members) focused mainly in K-League and Chinese football. Known figures contracted with the agency are: manager Choi Kang Hee, players Cesinha, Kim Shin Wook, and Adriano.
- Supported cross-border negotiations through translation, interpretation, contract coordination, and stakeholder communication across Korean and overseas partners.

ADDITIONAL EXPERIENCE

The Chosun Ilbo

Seoul, South Korea

Media Management Intern | Jun 2021 – Aug 2021

- Rotated through Marketing, Ad Sales, and IT departments, gaining foundational knowledge of media business operations, advertising workflows, and digital transformation.

Seoul Metropolitan Auxiliary Police

Seoul, South Korea

Communications Assistant (Military Service) | Mar 2018 – Jul 2018

- Produced promotional videos and managed public communications content, demonstrating early proficiency in digital activations, content creation, and media tools.

EDUCATION

Sogang University

Seoul, South Korea

Bachelor of Business Administration (B.B.A) | Mar 2015 – Aug 2022

Escola Graduada de São Paulo

São Paulo, Brazil

Class of 2014

SKILLS

Campaigns & GTM:

Product Positioning & Messaging, Technical GTM, B2B Demand Generation, ICP Segmentation, Account-Based Marketing (ABM), Sales Enablement, Market Intelligence, Localization, Product-Led Growth.

Tools & AI:

React Native/Expo, Supabase/Postgres, Product Analytics (GA4, PostHog), LLM APIs, Python, Salesforce/CRM, Sentry, Deep Linking, Release Tooling.

LANGUAGES

- **English:** Native / Bilingual Proficiency
- **Korean:** Native / Bilingual Proficiency
- **Portuguese:** Professional Working Proficiency (Lived in Brazil)
- **Spanish:** Professional Working Proficiency (DELE B2 equivalent)
- **French:** Intermediate / **Turkish:** Beginner