



## Jina Jang

- Director of Marketing and Strategy at Asiance Korea
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Jina is a digital marketing specialist having worked with prominent global brands such as Marriott, Nissan, Microsoft, Google, Lacoste, Calvin Klein, Air France KLM, Finnair, Montblanc, American Express, GoPro, Oakley, 3M, and many more from her times at Publicis Modem Korea and now at [Asiance](#) over the past 12 years.

Her expertise ranges from offering comprehensive digital market landscape analysis, advising on marketing channel activation, consulting on creative campaigns on various platforms and target segments, executing digital/integrated marketing campaigns for branding as well as commercial objectives, to analyzing digital data for optimized marketing mixes.

Many of her projects were recognized with local and international awards such as Web Korea Award, &(N) Awards, and Campaign Asia.

She has a B.E. in Architecture, a B.A. in English Literature, and an M.A. in Art and Design. Before joining the digital marketing industry, she taught animation storytelling at universities and worked as an editor and technical writer for the Computer Arts magazine.

She was listed as one of the '[40 Under 40 for 2016](#)' for the marketing and advertising industry by Campaign Asia.