

JB (Jong Beom) Kang

Email: betonchange@gmail.com | **Phone:** +1 646 660 2964 **LinkedIn:** linkedin.com/in/betonchange

Website: jb-kang.com for more details on projects + interests

Summary

I'm a marketing leader with 14+ years experience, and was fortunate to work with global companies during transformational moments, working on various aspects of marketing (brand, product, business, policy). My expertise spans brand building, user growth, product launches, with experience across US and APAC markets.

My journey started at P&G Asia building brands like SK-II, where I learned the fundamentals of connecting with consumers through compelling narratives. I spent over 9 years at Meta working across Facebook, Meta (Corporate) and Instagram, launching enduring brand platforms and helping billions of people connect. Currently, I am senior lead at Instagram's brand marketing team, where we're repositioning the platform away from superficial perfection toward celebrating everyday creativity.

It's important to me that technology creates positive change. I will continue to choose to build meaningful products and fix problems from within, and tell stories that inspire more good.

Meta | 9 Years

Global Integrated Marketing Lead | Instagram

January 2023 – Present | New York

- **Repositioning brand strategy around "Everyday Creativity"** to celebrate authentic moments over polished perfection, and working with product marketing teams to drive differentiated features (Notes, Add yours, Close friends) that support creativity on platform.
- **Leading Instagram's global brand evolution in culture**, through transformational campaigns including "Make It Anyway" and partnership with NYC MTA for their last ever metro card collaboration.
- **Full-funnel marketing across brand and direct response campaigns**, to reframe IG's value around youth audiences, and transforming direct response programs increasing non-user consideration by 35%.

Brand Manager, Corporate Brand | Meta

January 2022 – December 2022 | New York

- **Developed Meta's humanized brand positioning** 'it's your world' during company rebrand, launched campaigns like "Fishing with Dad" that demonstrated technology enhancing human connection, increasing key sentiment metrics among target audiences
- **Coordinated executive leadership strategy** to establish Meta brand vision across marketing, product, policy, and business stakeholders during critical transformation period

Brand Manager, Facebook App | Meta

September 2019 – January 2022 | New York

- **Launched Facebook's first brand platform "More Together"** repositioning Facebook as community-powered platform, including breakthrough "Obsess Together" campaign for Groups and Facebook's first Super Bowl presence
- **Self-initiated AAPI representation committee** building awareness on lack of and misrepresentation of AAPI in US advertising, scaled database, and ran company-wide training programs

Product Marketing Manager, Facebook Marketplace & Local | Meta

June 2018 – August 2019 | New York & Singapore

- **Led go-to-market strategies** for local discovery products, establishing trust-building frameworks and product roadmap requirements that became the foundation of Facebook Marketplace (ex. Profile, ratings)
- **Launched Facebook Rewards loyalty program** for Southeast Asian SMBs, creating award-winning activation using store receipts as media channel that won Gold at Singapore Festival of Creativity

Business & Policy Marketing Manager, APAC | Meta

July 2016 – June 2018 | Seoul & Singapore

- **Led B2B marketing across 6 APAC markets** contributing to first \$1B small business driven ad revenue milestone through scaled small business education and partnership strategies
- **Created social impact campaigns**, incl. export narrative of “Made by” (unlocking 11 government partnerships) & women entrepreneurship initiative “She means business” (endorsed by Sheryl Sandberg)

Procter & Gamble | 5 Years

Product Innovation Manager, SK-II | Procter & Gamble

July 2015 – June 2016 | Singapore • **Developed 3 year innovation roadmap** for Anti-aging & Whitening line, launching SK-II's first skincare device (magnetic wand) through consumer insights and R&D collaboration

Global Brand Manager, SK-II | Procter & Gamble

September 2012 – July 2015 | Singapore • **Led global brand management** for product lines that account for 30% of SK-II revenue, pioneering digital ecosystem strategy and launching enduring brand platform "Change Destiny" that challenged beauty standards and continues driving success 10+ years later

Country Manager, SK-II | Procter & Gamble

July 2011 – September 2012 | Seoul • **Achieved #1 market position** for SK-II MEN (20% market share) and pioneered "Pitera House" experiential retail concept, scaled across APAC and awarded P&G Game Changer recognition

Education

Bachelor's Degree, Business Management & Mass Communications | Korea University | 2005-2011

Exchange Program | Wharton School, University of Pennsylvania | 2010

Awards & Recognition

- **Impact Equity Grant (2x)** for outstanding business impact | Meta | 2019, 2022
- **Culture Career Award (2x)** for Marketing team culture and AAPI representation | Facebook | 2019, 2021
- **LightHouse Award** for best Facebook Ad Campaign | FB Creative Shop | 2020
- **Gold** for Craft | Singapore Festival of Creativity | 2018
- **Game Changer Award (2x)** for Retail innovation and Digital innovation | Procter & Gamble | 2013, 2015
- **Best Digital Campaign** | Korea ad awards | 2012