






Arthur Kwon (권아서)

Creative Director | Creative Producer | Marketing Strategist

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Nationality: Brazilian

Visa Status: South Korea Permanent Resident Visa (F5)

PROFESSIONAL SUMMARY

Marketing and creative leader with over 10 years of international experience across brand development, content production, digital marketing, live events, and localization. Proven track record managing complex, high-pressure productions and delivering integrated marketing and broadcast content for global brands, agencies, and international events.

Strong background in creative direction combined with hands-on execution, with particular focus on esports, entertainment, sports, experiential marketing, and multicultural markets. Fluent in four languages and experienced working across regions, stakeholders, and disciplines. Frequently engaged as a **Creative Producer and local consultant**, supporting international teams operating in the South Korean market.

CORE SKILLS

Producer / Creative Direction: Brand & Content Strategy · Creative Direction & Production · Integrated Marketing Campaigns · Digital & Social Media Marketing · Event & Experiential Content · Localization & International Markets · Team & Vendor Management

Broadcast & Live Events: Live broadcast production · International events · Media operations · On-site production coordination · Multilingual broadcast support · Live interpretation · Global event coverage

PROFESSIONAL EXPERIENCE

KBW Agency – Seoul, South Korea

Co-Founder & Creative Director / Producer

March 2023 – 2025

- Co-founded a multimedia creative agency supporting branding, marketing, and localization projects.
 - Led creative direction and content production across video, design, and digital assets.
 - Managed projects end-to-end, coordinating teams, vendors, and external partners.
 - Worked closely with clients to align creative output with brand and communication objectives.
 - Focused on sports and soccer-related content for Korean clubs and professional players, including Brazilian athletes in Asian leagues.
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Freelance Creative Director & Marketing Consultant – Global

Creative Director | Producer | Local Producer

July 2017 – Present

Provide creative and marketing support for brands, agencies, and large-scale international events, combining strategic input with hands-on production, project management, and on-site execution.

Selected Projects

Riot Games – International Esports Competitions

Creative Producer / Player Management / Broadcasting | 2023 – Present

- Ongoing creative production and localization support for **League of Legends** and **Valorant** international competitions.
- Supported tier-1 global esports events including **MSI** and **WORLDS** (*League of Legends*), and **MASTERS** and **CHAMPIONS** (*Valorant*).
- Contributed to interviews, live broadcast coordination, and international media workflows for events reaching **global audiences in the tens of millions**.
- Acted as a bridge between international production teams, talent, and Korean operations in high-pressure live environments.

IBS – APEC 2025 (South Korea)

Creative Producer / Local Project Support | 2025

- Supported local production and coordination for APEC-related international business and policy programs.
- Assisted with stakeholder communication and on-site coordination between delegations, production teams, and local vendors.

TV Record (Brazil) – National Soccer Team Coverage (South Korea)

Creative Producer / Local Fixer / Broadcast Support | 2025

- Supported news and live broadcast coverage for one of Brazil's major national broadcasters during Brazilian national team activities in South Korea.
- Coordinated local logistics and served as point of contact between Brazilian broadcast teams and Korean partners.

Cheil / Samsung – LATAM Programs

Creative Producer / Project Manager | 2024

- **Samsung Latin Forum 2024:** Supported production coordination and on-site execution for Samsung's LATAM executive and partner forum.
- **Samsung Unpacked 2024 – LATAM MICE Program:** Coordinated MICE logistics, scheduling, and stakeholder communication surrounding Samsung Unpacked.

INNOCEAN – GSO 2024 (Genesis / Hyundai Brand)

Transportation Project Manager (MICE Program) | 2024

- Managed transportation and mobility operations for VIP guests attending **Genesis Scottish Open 2024**.
- Oversaw routing, scheduling, vendor coordination, and on-site execution.
- Served as main point of contact bridging **Korea HQ expectations with local stakeholders and vendors**, ensuring service quality and contingency handling.

Creative Production – Freelance Commercial & Music Projects

Various Years

- Worked as a freelance **Creative Producer and Assistant Director** alongside Director of Photography **Anthony King**.
- Supported paid commercial, music, and branded productions involving artists such as **Lisa (Blackpink), Ha:Tfelt, Sam Kim, Youha, Sole, Gaekko**, and others.
- Assisted across assistant directing, lighting/gaffer support, and on-set coordination under commercial timelines.

Additional Clients:

CHEIL, INNOCEAN, Record TV, GLOBO TV, CCTV, Zanybros, Amoeba Culture, CJ&M, Koelnmesse, Goodboys Inc., Skyline Luge, UTA, Kdkoo.

Freelance Creative Producer, Interpreter & Localization Consultant – Global

Creative Producer | Interpreter | Translator | Localization Specialist

January 2014 – Present

- Provided creative production, interpretation, translation, and localization services for global branding, marketing communication, and multimedia content.
 - Acted as a local creative producer and consultant in South Korea for international brands, agencies, broadcasters, and event organizers.
 - Delivered on-site and live interpretation for advertising, documentaries, feature films, events, and broadcast environments.
 - Translated and proofread scripts, marketing materials, and broadcast content with attention to brand tone and cultural accuracy.
 - Proficient with localization tools including **Excel, Smartcat, MemoQ, Jira, Confluence, and ClickUp**.
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Smilegate Megaport – Pangyo, South Korea

Community Manager / Localization Specialist

February 2020 – February 2021

- Managed localization and translation of marketing and business materials.
 - Supported digital marketing and social media channels.
 - Coordinated content QA and vendor proofreading.
 - Assisted with community monitoring and PT-BR market support.
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Bomsen – Seoul, South Korea

Creative Producer / Social Media & Digital Content

May 2018 – August 2019

- Developed graphic design, video, digital content, and motion graphics for social media and paid advertising campaigns.
 - Supported national and international brands including **Krispy Kreme, Hertz, TGIF, UST, Worknet, Sejong Cyber University, Lotte GRS, The Food House, and Villa de Charlotte**.
 - Contributed to content localization and campaign execution across multiple platforms.
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Dear Dahlia – Seoul, South Korea

Marketing & Operations Assistant (Internship)

January 2018 – March 2018

- Supported marketing and operational workflows across digital campaigns and brand assets.
 - Assisted with campaign planning, lead development, and influencer data research (scraping/crawling).
 - Provided bilingual communication support and handled Korean–English translation and editing.
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Zanybros – Seoul, South Korea

Assistant Creative Director & Content Producer

April 2016 – December 2017

- Supported creative direction and content production across music videos and commercial projects.
 - Assisted with planning, editing, and 2D design for social and viral content.
 - Conducted market research focused on Brazilian audiences.
 - Worked on productions involving artists such as **Hyuna, MAMAMOO, EXO, KARD, and SNSD.**
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Cheil Worldwide – Rio de Janeiro, Brazil

Interpreter / Translator / Operations & Marketing Support

June 2016 – July 2016

- Supported Samsung's marketing campaign during the **2016 Rio Olympic Games.**
 - Provided translation, interpretation, and on-site operational support.
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Avanoo – San Francisco, USA

Operations & Marketing Intern

April 2015 – September 2015

- Supported lead generation, data sourcing, and outbound marketing activities.
 - Developed advertising, video, and multimedia content.
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Plugger – Seoul / San Francisco

Marketing Assistant / Translator Intern

December 2014 – April 2015

- Supported branding and campaign assets during **500 Startups Batch 12**.
 - Translated and edited executive presentations.
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CONFERENCES & EVENT PRODUCTION

SIGGRAPH Asia – Asia-Pacific (Volunteer Basis)

Video Production Director & Editor (SVP Team)

2014 – 2025

- Led video production across SIGGRAPH Asia conferences in Shenzhen, Kobe, Macao, Bangkok, Tokyo, Brisbane, Daegu, and Hong Kong.
 - Managed multicultural teams of up to 12 across planning, production, and delivery.
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EDUCATION

Hanyang University – South Korea

Bachelor's Degree, **Entertainment Design & Advertising**

SUNY at Songdo – South Korea

Fashion Design & Marketing (Summer Program)

PUC-Rio – Brazil

Bachelor's Program, **Digital & Media Design**

LANGUAGES

Portuguese (Native)

English (Fluent)

Korean (Fluent)

Spanish (Professional)

Japanese (Basic)

TOOLS & PLATFORMS

Adobe Premiere Pro · After Effects · Photoshop · Illustrator · Cinema 4D · DaVinci Resolve
MemoQ · Microsoft Office · Google Workspace · Social Media Platforms

SOFT SKILLS

Project Management · Leadership · Storytelling · Attention to Detail · Teamwork · Proactivity ·
Curiosity