

Jeongwoo Stella Hur

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Open to Relocation in CA

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→ My work, all in one place: [PORTFOLIO](#)

PROFESSIONAL SUMMARY

B2B technical marketer with experience across product marketing, GTM, brand, content, and creative marketing. Skilled at translating complex technical products and technology into clear positioning, messaging, and customer value. Hands-on across product launches, sales enablement, digital campaigns, PR, and events.

WORK EXPERIENCE

Conifer | *Marketing Specialist*

APR 2025 - PRESENT

- Lead product marketing and GTM across industrial, mobility, and robotics markets, from positioning through launch.
- Translate complex technical products into clear positioning, messaging, value propositions, and customer-facing content.
- Develop technical datasheets, product webpages, presentations, videos, brochures, and executive materials.
- Manage integrated campaigns across web, email, social, and PR, securing 20+ media features including WSJ and NYT.
- Partner with founders, engineering, and sales on product launches, customer evaluations, and market feedback.

Halo Microelectronics International | *Marketing Communications Specialist*

FEB 2023 - MAR 2025

- Executed end-to-end semiconductor NPI launches across PR, digital, social media, web, and technical collateral.
- Designed product brochures, datasheets, catalogs, presentations, graphics, videos, and digital campaign assets.
- Managed website and social media, maintaining 30+ product pages and analyzing digital performance.
- Planned and executed global B2B trade shows, from booth design and collateral to promotion and on-site execution.
- Coordinated customer sample and datasheet requests across the U.S., South Korea, Japan, and Singapore.

Ericsson | *Marketing and Communications Intern*

MAY 2022 - AUG 2022

- Created B2B content including white papers, sales materials, web content, presentations, and press releases.
- Executed digital campaigns and analyzed cross-channel performance to optimize content and positioning.
- Supported B2B product showcases, press conferences, webinars, and customer-facing marketing initiatives.

data.ai (by Sensor Tower) (formerly App Annie) | *Marketing and Sales Intern*

MAY 2021 - JAN 2022

- Optimized and localized global marketing campaigns and content to support regional pipeline generation.
- Managed CRM and marketing automation, creating recurring customer and product email campaigns in Marketo.
- Conducted market and competitive research to inform content strategy, campaigns, and KPI optimization.

EDUCATION

University of California, Berkeley

B.A. Economics | AUG 2018 - DEC 2022

EVENT & TRADE SHOW EXPERIENCE

G-STAR 2021 | Imagine Live Korea 2022 | APEC 2023 | CES 2024 | APEC 2024 | Electronica China 2024 | Elexcon 2024 | IEMDC 2025 | AHR 2026

SKILLS

B2B Technical Marketing | Product Marketing & GTM | Positioning & Messaging | Content Strategy | Sales Enablement | Product Launches |

TOOLS

CMS/Web: WordPress, Webflow, Squarespace, GitHub

CRM/Marketing: Marketo, Salesforce, HubSpot, Zapier, Google Analytics, LinkedIn Campaign Manager

Sales/Outreach: Apollo, Lemlist, LinkedIn Sales Navigator

Project Management: Notion, Asana

Adobe Creative: Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, Premiere Rush

AI: ChatGPT, Claude, Higgsfield

Social Media: LinkedIn, Facebook, X (Twitter), YouTube

LANGUAGES

English - Native | Spanish - Native | Korean - Native