



## **Yun named senior director, digital strategy at Daniel Gale Sotheby's International Realty**

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Cold Spring Harbor, NY Daniel Gale Sotheby's International Realty has promoted S.J. Yun to senior director, digital strategy. Hired two years ago as digital marketing manager, Yun has been a key player in the success of the company's digital marketing campaigns, brand development strategy, and overall vision and content, producing engaging interactive experiences across multiple marketing channels that attract and educate a widening audience of prospective buyers, sellers, and repeat clients.

"S.J. has an intuitive and well-studied grasp of today's real estate consumer. He is an invaluable asset to our marketing department, as well as a go-to for our real estate advisors," said Daniel Gale Sotheby's International Realty chief executive officer Deirdre O'Connell.

"He thoroughly trains our advisors on the concepts, tools, and technologies they need to obtain listings, successfully market their properties, and at the same time, market themselves."

Yun employs his skills to build his audience with a compelling narrative that touches the emotional center that is at the heart of every residential real estate transaction while squarely targeting the decision-making process. On the back end of the digital equation, Yun reviews Google Analytics and other performance data to increase website traffic, social media engagement, and SEO.

Yun has been recognized with awards in digital marketing categories across multiple industries. He has won awards in finance marketing two years in a row; one in several areas including a "best category" for digital advertising, and another for a non-commercial video he produced.

While Yun's creativity is apparent, his attention to data is an equally critical component of a campaign's progress. This dual focus has led several digital marketing initiatives to successful conclusions, including generating one million page views for a healthcare blog in less than a year and tripling the traffic and subscription growth for a global finance publisher. He held key marketing roles with a well-known Fortune 500 conglomerates including NBC Universal, WWE, and Verizon Wireless. He also contributed to video production and commercial operations for the 2006 Torino and 2008 Beijing Olympics.

To keep his creative muse at peak performance, outside of work Yun taps into his playful

side—spending time with his kids and his lifetime passions of music and film. A graduate of LaGuardia High School, the school of Music, Art, and Performing Arts that inspired the movie, Fame, Yun originally had a desire to become a musician and write film scores. He lives with his family in Levittown.

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