



PORTFOLIO

THINK COLLECTION...
UNIMIND



Think Collection...

♥ '어떻게 보여지느냐'가 아니라 '어떤 결과를 가져오느냐'가 중요합니다.

♥ Target Segment를 바탕으로 Opportunity를 발굴하고 Awareness를 향상시키기 위한 RM 기반의 비용효율적인 Marketing을 추구합니다.

Company
Established
Staff
Service

UNIMIND Corp.

July, 2011.

11persons

OTO MKT Dept.

1. Event (Seminar, Conference, Exhibition, Workshop, Roadshow, etc)
2. On/Off-line Sales Promotion
3. Production (Material, AD, On/Off Creative, Decoration, etc)
4. RM Service (DB Build & Mgt, Call Center, DM Services, Data Key-in & Report, etc)

Solution Business Dept.

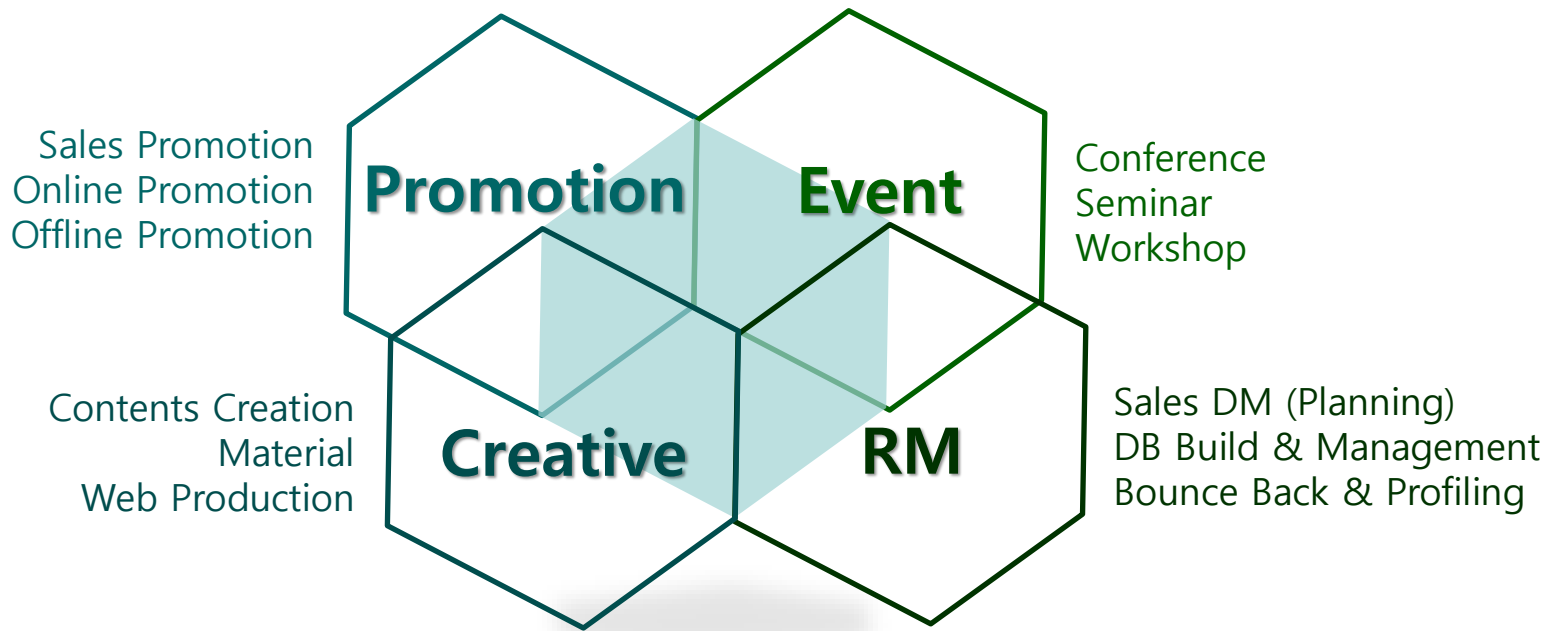
1. UNIDocuOn : Hospital Electronic Consent
2. UNIDirectOn : Insurance Onestop Claim Service
3. UNIGuideOn : AP Based Smart Guide Platform
4. UNICheckOn : Smart Healthcare Service



Trend & Tool...

♥ 정확한 Market Trend를 반영한 '다각적인 마케팅' 활동을 지원합니다.

♥ 다양한 Marketing & Promotion 기획 및 운영 경험을 바탕으로 새로운 시각에서 On/Off-line Marketing & Promotion을 기획하고 수행하고자 노력합니다.



Marketing = Sales

♥ '전문가를 위한 전문가' 집단이 되고자 노력합니다.

- ♥ Contents, Event, Web, DB 등 각 분야에서 다년간의 경험을 가진 담당자들이 성공적인 마케팅을 기획하고 효과적인 접근방법을 준비합니다.
- ♥ MKT의 궁극적인 목표는 Sales 전략에 기반한다고 믿습니다. Sales 성과로의 연결을 고려한 MKT 전략 수립을 위해 지금도 고민하고 있습니다.

MKT/Sales Goal



Customer



과학기술정보통신부



전자신문

Cloud



HEXAGON

KOLON BENIT



MathWorks

logitech

TESTWORKS



AUTODESK



ETEVEERS



영림원소프트랩



Essilor



new relic



zendesk



창조경제혁신센터



과학기술일자리진흥원



Microsoft

DAEKYO
대교 CNS



TeamViewer



APPLIED
MATERIALS



다우데이타

재단법인 중소기업
희망재단

SAMSUNG SDS



NVIDIA



Cable & System



한국청년기업가정신센터



unity

HANCOM
한컴MDS

Tencent 腾讯



NEXON



BARCO



Ocean technology



네트워크 서비스

SIEMENS



McAfee
Together is power.



CISCO

Lenovo



DeLonghi



한국무역협회



안양창조산업진흥원

BESPIN GLOBAL
베스핀글로벌(주)



Akamai



서울특별시



Part 1. Event

Conference, Seminar, Campaign, Exhibition

Event

♥ 대규모 이벤트 수행 경험을 가진 AE 구성

- ♥ 문재인대통령 경제투어 및 부처 업무보고 등 VIP 행사 운영 경험
- ♥ Korea Innovation Day, BV Launch, Microsoft Build Tour 등 대규모 Conference 기획 및 운영
- ♥ SEK / G*Star 등 Exhibition 기획 및 운영

♥ Yearly Event 기획 및 운영 경험

- ♥ Microsoft 개발자 그룹 Event 연간 운영 경험 - Dev Camp / IT Camp / ISV Camp
- ♥ Microsoft SQL Server 사용자 그룹 기획 - SQLian Networking, SQL Tech Camp
- ♥ Yearly Marketing Plan, Partner Program Build : Microsoft, IBM, CISCO etc

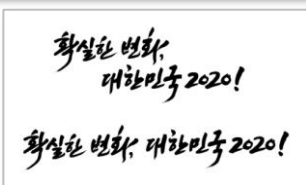
♥ 고객 만족을 통한 장기적인 Conference 운영

- ♥ CIO Summit : 전자신문 주최의 CxO 대상 컨퍼런스 (2012 ~ 2023, 12년간 운영)
- ♥ Essilor Vision Conference : 전국 주요 고객사 대상 Conference (2016 ~ 2023, 8년간 운영)
- ♥ TechBiz : 공공부문 기술이전 Conference 및 상담회 (2017 ~ 2022, 6년간 운영)

Conference

♥ 과학기술정보통신부·방송통신위원회 VIP 업무보고

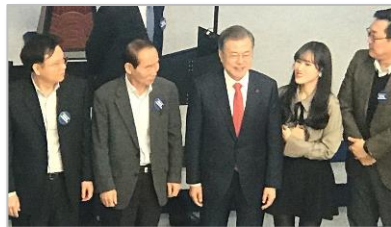
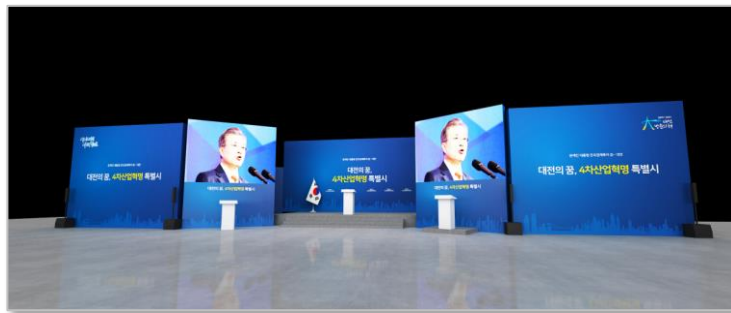
♥ 2020. 01. || ETRI



Conference

♥ 문재인 대통령 전국경제투어

♥ 2019. 01. || 대전시청



Conference

♥ Transitions: The Pulse, Eyecare Professional Summit

♥ 2023. 03. || Glad Hotel Yeouido

[illegible]

Conference

♥ CIO Summit (2012~2023)



Conference

♥ 제7회 소상공인 쇼케이스데이 결선

♥ 2022. 12. || 쿤스트할레



이 대 희
소상공인정책실장
중소벤처기업부



Conference

♥ Essilor Vision Conference

♥ 2017 ~ 2022



Conference

♥ HxGN Korea Conference

♥ 2019 ~ 2022 || Lotte Hotel World



♥ YC Express 2022 IR Demoday

♥ 2019. 07. || El Tower



Conference

♥ 공공연구기관 성과확산대전 2019

♥ 2019. 12. || 세종대학교 컨벤션센터



♥ 과학기술정책 大토론회

♥ 2019. 07. || COEX Intercontinental



Conference

♥ 영림원소프트랩 컨퍼런스 (2017~2022)

♥ 2019. 05. || 전경련회관 다이아몬드홀



♥ Microsoft Tech Summit 2017

♥ 2017. 05. || Lotte Hotel Jamsil



Conference

♥ 도전! K-스타트업 2017

♥ 2017. 11. || COEX Grand Ballroom



♥ Microsoft Build Tour Seoul

♥ 2015. 06. || InterContinental Seoul COEX



Exhibition

♥ SmartWork Fair : Logitech Booth

♥ 2022. 08. || 수원컨벤션센터



♥ NVIDIA G*Star

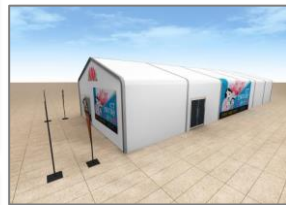
♥ 2010 ~ 2012. || Busan BEXCO



Campaign

♥ 부여 서동연꽃축제 : ICT 체험관

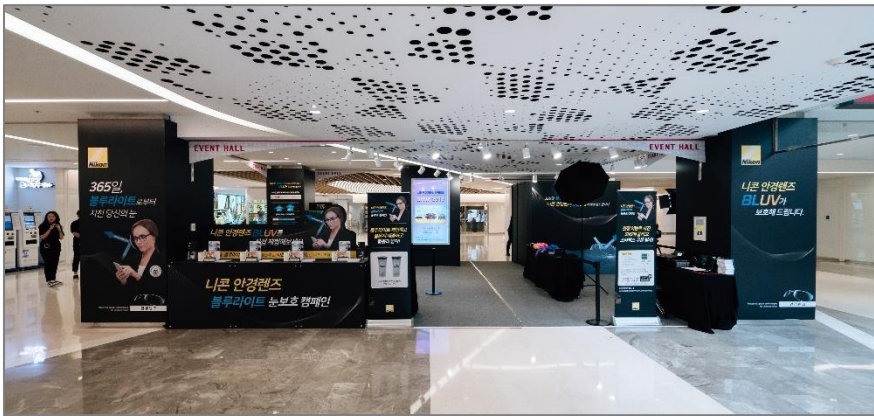
♥ 2019. 07. || 부여 공남지



Campaign

♥ Nikon BLUV Campaign

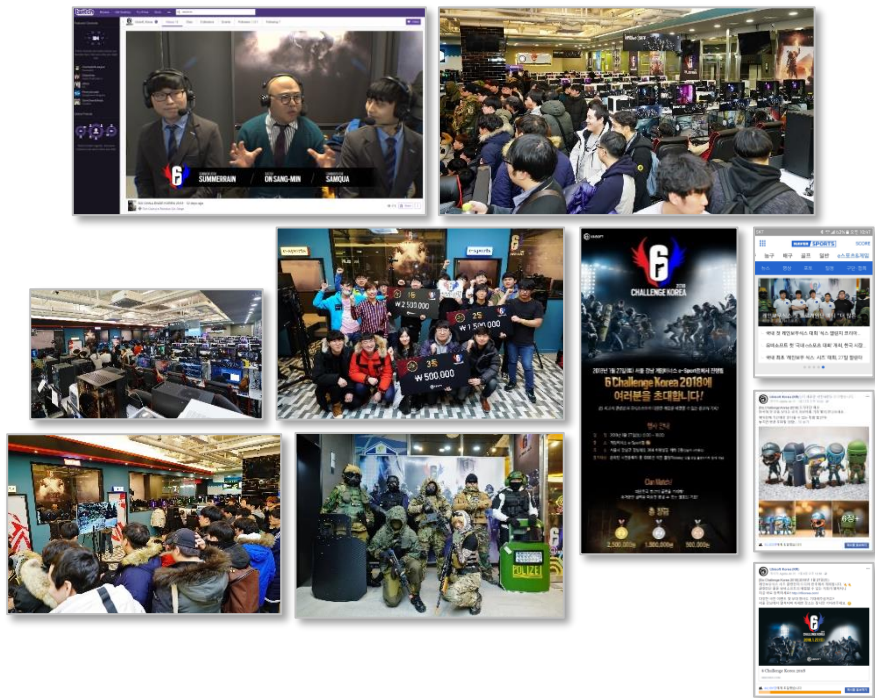
♥ 2019. 05. || Starfield COEX



Campaign

♥ SIX CHALLENGE KOREA 2018

♥ 2018. 01. || 게이미너스



♥ 서울지역 우수 창업동아리 왕중왕전

♥ 2018. 09. || KT&G 상상마당 홍대 라이브홀



Campaign

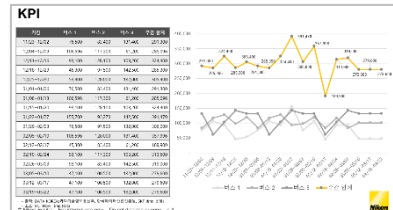
♥ Starbucks 창업카페

♥ 2017. 10. ~ 12. || Starbucks



♥ Nikon Lens BUS Tour

♥ 2018. 11. ~ 2019. 03.



A grayscale photograph of a desk setup. On the left, a glass jar holds several pens and brushes. Next to it are two small, dark, rectangular containers. In the center, a wire mesh basket holds more brushes and pens. To its right, a glass holds several pencils. Further right, a small box contains markers, and a desk lamp is visible on the far right. The background is a plain, light-colored wall.

Part 2. Online Event

Webinar, Digital Production

Online Event

♥ Hybrid Seminar (On/Off Seminar) 기획/운영

- ♥ Webinar – 메타버스를 포함한 다양한 플랫폼 기반의 Webinar 기획 및 운영
- ♥ e-Forum – 2020/2021 KSP Launching Seminar, 공공연구성과 활용/확산 전략 e포럼

♥ Online Conference : Online Event & Online Conference 기획/운영

- ♥ Online Conference – Essilor Online Vision Conference 2020, CIO Summit 2020/2021
- ♥ Online Job Fair – 과학기술정보통신부 온라인 일자리 박람회, 청년TLO 온라인 발대식
- ♥ Online Contest – MSC Simulating Contest 2020/2021

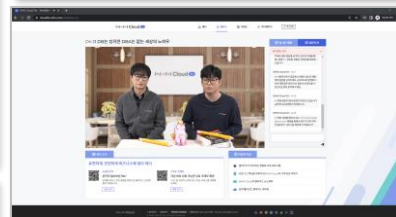
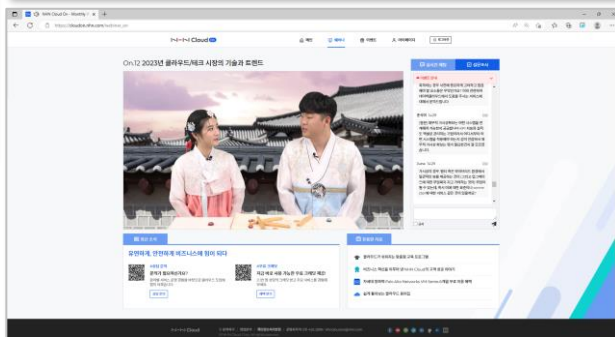
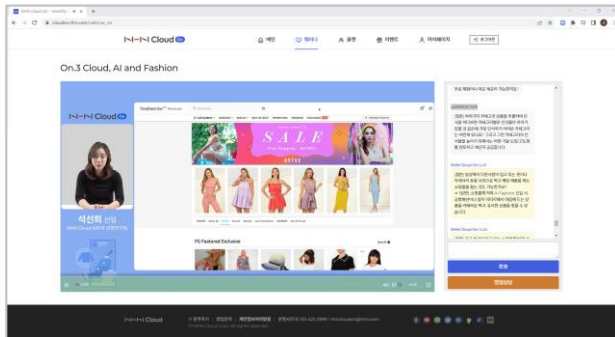
♥ Digital Production : 시나리오 기획 및 영상 제작

- ♥ Video Production – 공공연구기관 기술이전 인터뷰, 우수연구개발 혁신제품 지정제도 인터뷰
- ♥ PR Video – 로지텍 제품소개 동영상, 공간정보기반 지능형 방범기술 홍보 동영상, 테스트웍스 5주년 기념영상, 에이원정보기술 기업 홍보 동영상 등

Online Event _Webinar

♥ NHN Cloud On. Series (cloudon.nhn.com)

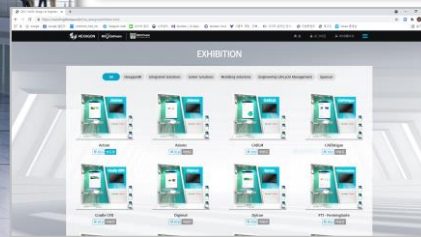
♥ 2022. 02. ~ On Going (monthly)



Online Event _Online Conference

♥ HxGN Design & Engineering Korea 2021

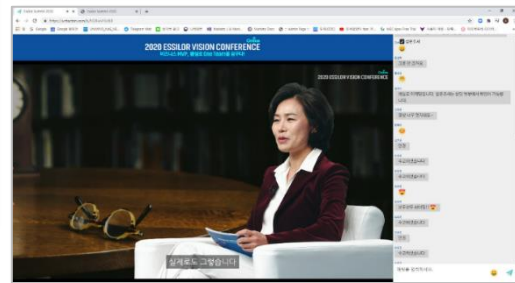
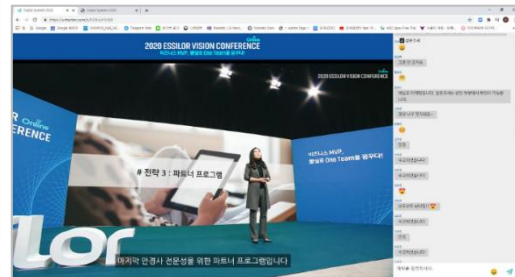
♥ 2021. 06.



Online Event _Online Conference

♥ Essilor Online Vision Conference

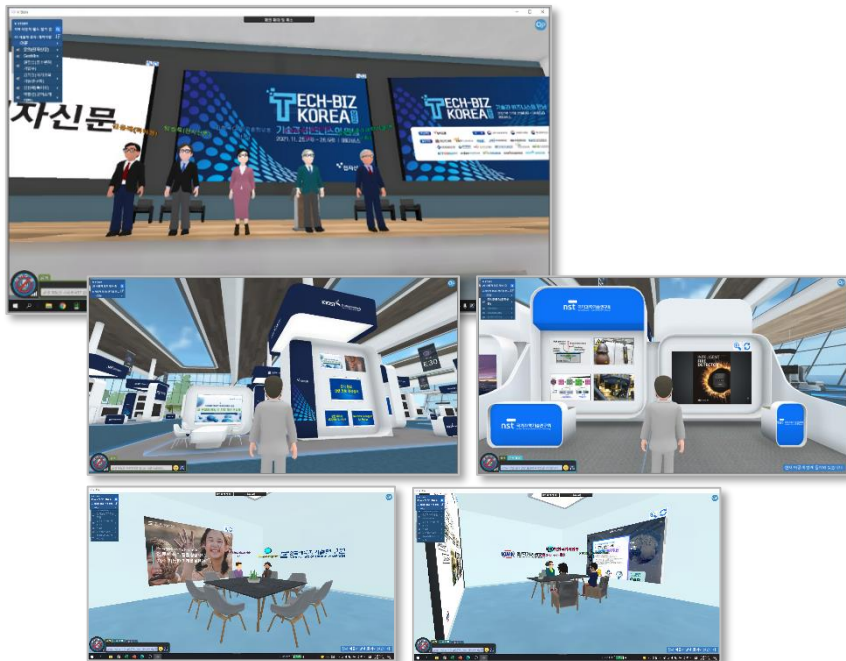
♥ 2020. 11.



Online Event _Metaverse

♥ ETNEWS TechBiz 2021

♥ 2021. 11.



♥ SeoulLearn Metaverse Event (3times)

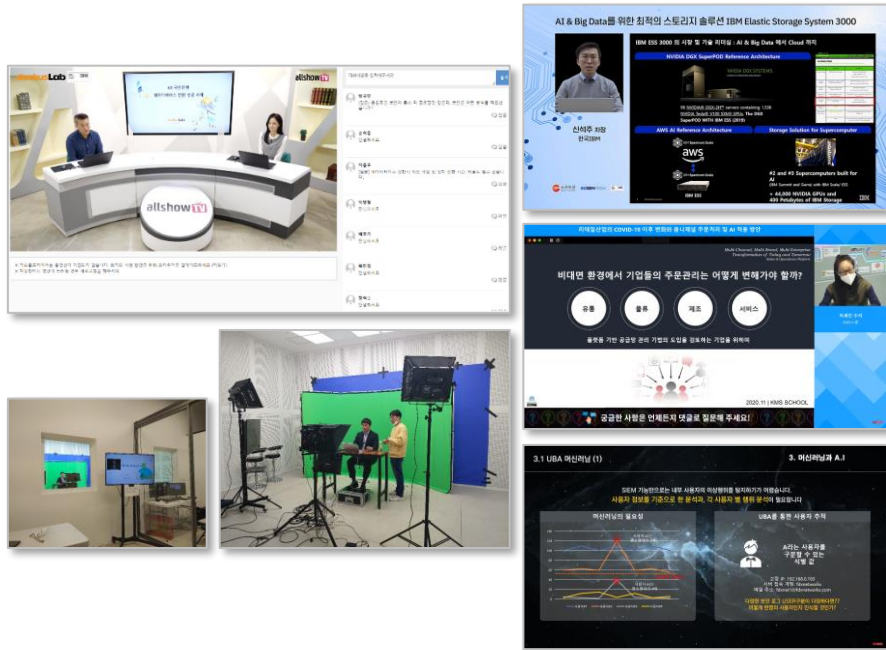
♥ 2021. 10. ~12.



Online Event _Webinar

♥ IBM Business Partner Webinar

♥ 2020. ~ 2023.



♥ Autodesk BIM Collaborate Pro Webinar

♥ 2021. 07.



Online Event _Online Conference

♥ 청년TLO 온라인 발대식

♥ 2020. 08.



♥ 청년TLO 온라인 일자리 박람회

♥ 2020. 12.



Online Event _Digital Production

♥ 공공연구기관 기술이전 인터뷰

♥ 2019. 12.



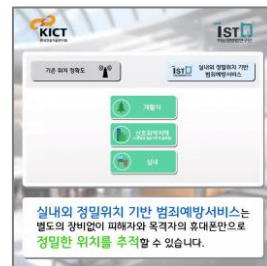
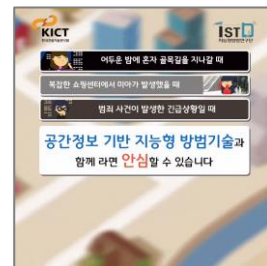
♥ 우수연구개발 혁신제품 지정제도 인터뷰

♥ 2020. 12.



♥ 공간정보기반 지능형 방법기술 홍보 동영상

♥ 2019. 07.



Online Event _Digital Production

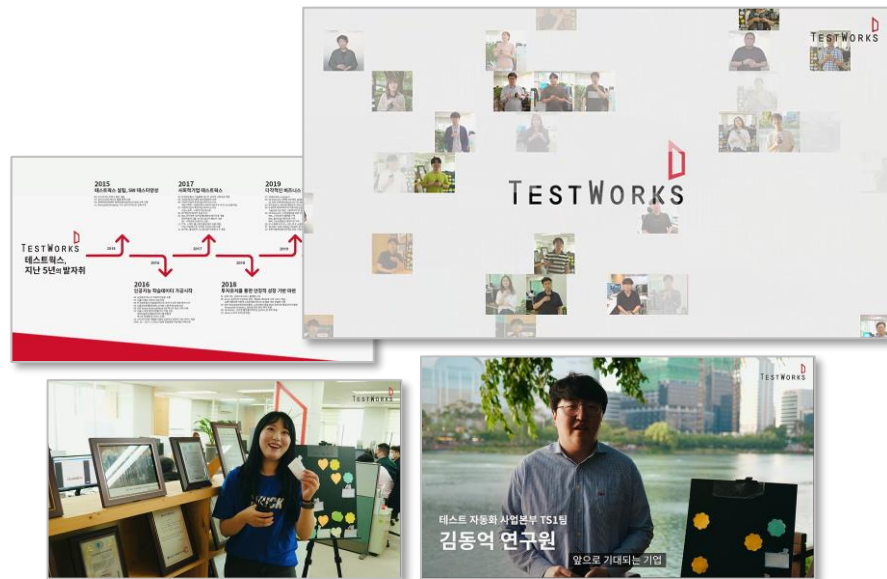
♥ ETEVERS Logitech Product Video

♥ 2022. 08.



♥ 테스트웍스 5주년 기념영상

♥ 2020. 06.



A grayscale photograph of a desk setup. On the left, a glass jar holds several pens and pencils. Next to it are two small, dark, rectangular containers. In the center, a wire mesh basket holds various brushes and pencils. To the right of the basket is a glass vase filled with pencils. Further right, a small box of markers and a stack of papers are visible. On the far right, a modern desk lamp with a white base and a silver adjustable arm is shown. The background is a plain, light-colored wall.

Part 3. Creative

Contents & Digital MKT

Contents & Digital MKT

♥ Material : Contents Writing & Creation

- ♥ IBM, Microsoft, NVIDIA, Siemens PLM, CISCO 등 다수의 Material 기획 및 제작
- ♥ Microsoft Product Guidebook, License Guidebook : Contents 기획 및 제작

♥ Digital MKT Planning : Sales Promotion과 연계한 Sales MKT 기획

- ♥ Microsoft – SMB Sales Site 구축(파트너 영업지원 웹사이트)
- ♥ Younglimwon SoftLab – 영림원소프트랩 시스템에버 사이트, ERP 시험 사이트 등 구축
- ♥ CISCO Systems – CISCO Marketplace & Partner KM Site 구축
- ♥ Social (Facebook, Twitter, Instagram, Blog, etc) MKT
- ♥ Newsletter – Microsoft, Younglimwon SoftLab, MSC Software, Logitech, NVIDIA 등
- ♥ Promotion eDM & Information eDM – Contents & Concept 기획을 통한 Message 개발

♥ Sales Promotion & RM : DB Build & MGT 경험

- ♥ PC Café Promotion : PC방 정품 Windows Sales Promotion
- ♥ SMB Segment Sales Kit : DB Build & Segmentation을 포함한 Sales Promotion 운영
- ♥ Microsoft SMB DB Build & Inbound / Outbound Call Center
- ♥ CISCO Partner DB Build – CISCO Partner DB Clinic & Quarterly Program Build

Material

♥ Essilor Store Sales Kit (2017~2019)



♥ Microsoft Product Guidebook (2005~2015)



Material

♥ CCEI Startup Brochure (2018)

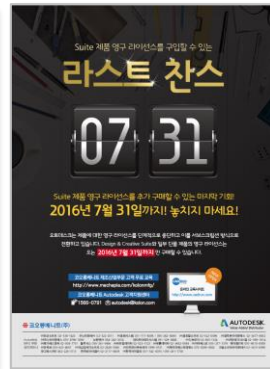


♥ Siemens PLM Material (2012~2013)



♥ Autodesk Magazine AD (KOLON BENIT)

♥ 2015



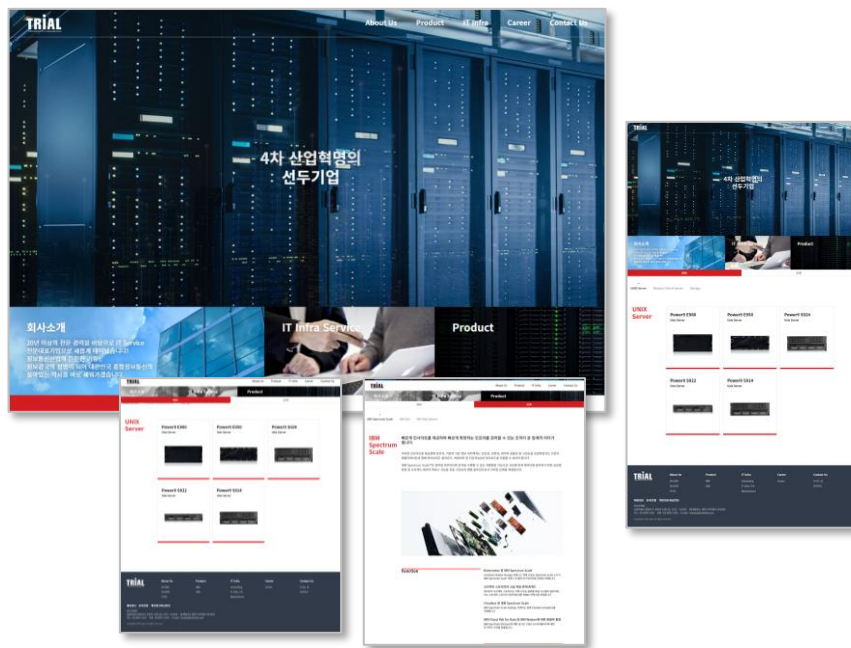
♥ Younglimwon SystemEver Site

♥ 2020. 05



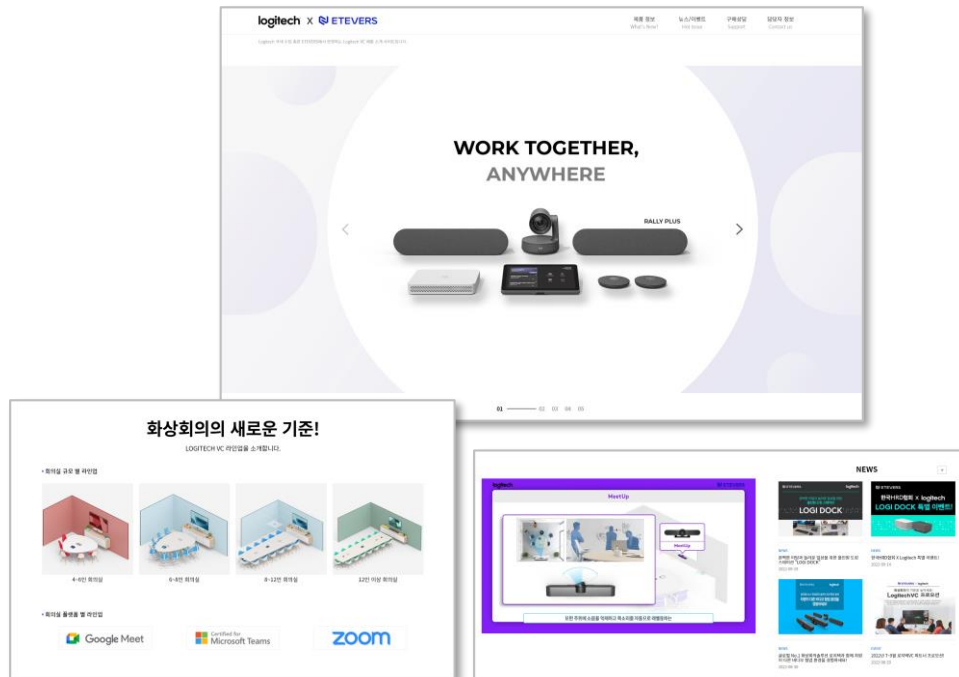
♥ Trial I&C Homepage

♥ 2020. 12.



♥ ETEVERS Sales Site

♥ 2022. 08.



♥ Kolon Benit Event Site

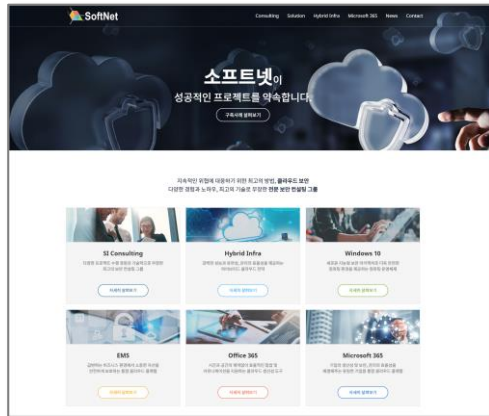
♥ 2021. 11.



Digital _Website Build

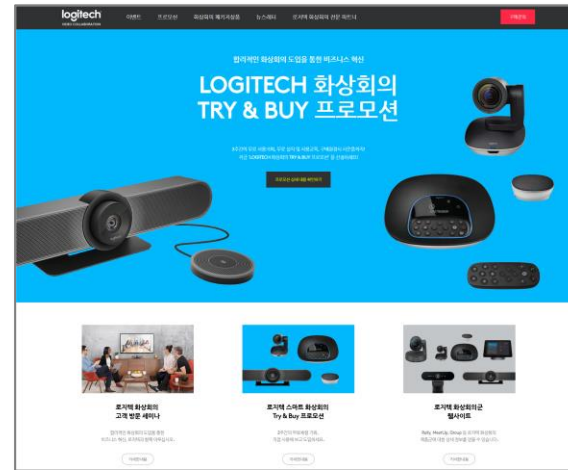
♥ Softnet Website

♥ 2019. 11.



♥ Logitech VC Website

♥ 2018. 10. ~ M/A



♥ 과학기술정보통신부 실험실 일자리 Campaign

♥ 2019. 04. ~10.



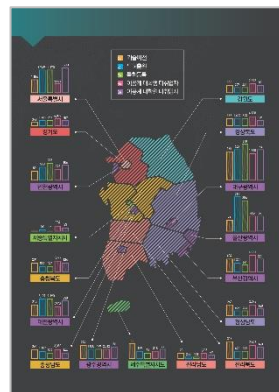
- ↑ Emblem
- ← Poster
- ← Leaflet

♥ 과학기술정보통신부 실험실 창업 지원 Campaign

♥ 2018. 04



“실험실,
창업을 연구합니다.”



♥ 영림원소프트랩 CI & BI

♥ 2017. ~ 2022.

 **K-System AI**

 **K-System Ace**

 **K-System CE**

 **SystemEver**
|경!영!을! 더 |잘!하!게!|

 **SystemEver**
Making your business better

 **EverTalk**

 **에버톡**

 **EverPayroll**

 **에버페이롤**

 **EverAttend**

 **에버근태**

♥ Conference BI Creation

♥ 2015. ~ 2022.



- ← Digital Business Forum (2017 ~ 2021)
- ↑ Global Security Symposium (2022)
- ↑ Essilor Vision Conference (2017 ~ 2022)

♥ Nikon LENS Brand-up Program

♥ 2016. 12. ~ 2017. 05.



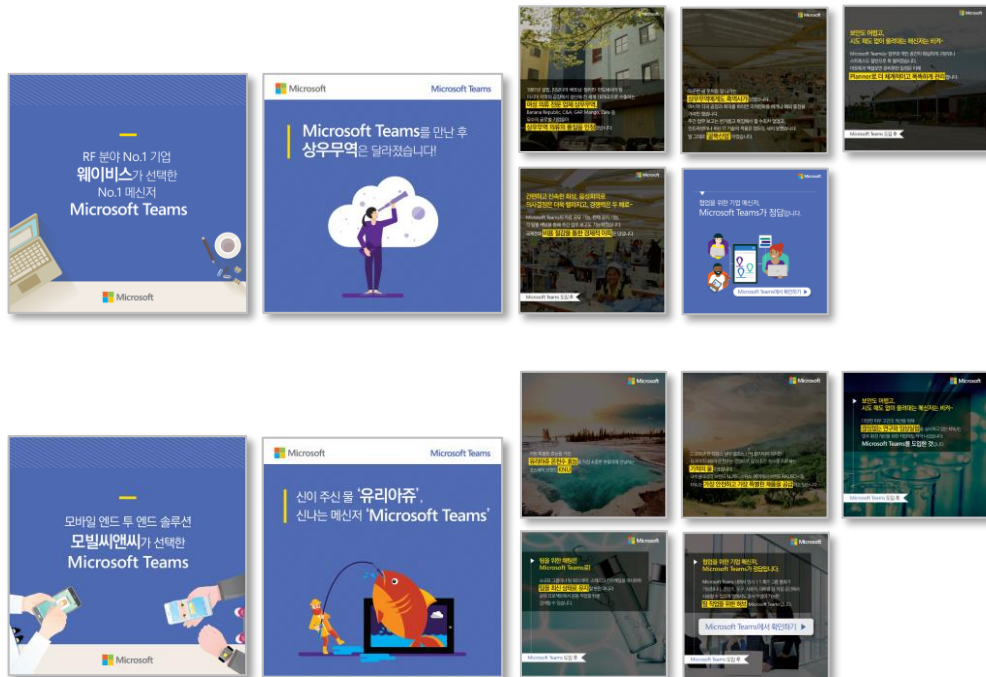
♥ Office 365 Facebook AD

♥ 2016. 05.



♥ Microsoft Teams Facebook AD

♥ 2017. 05.



♥ CCEI Global Startup Meet-Up AD

♥ 2019. 05. ~ 11.



※ Banner & SNS AD



※ Poster

♥ 한국형 I-Corps 사업 자료 제작(Video, PPT)

♥ 2020. 01.



♥ IBM Promotion eDM

♥ 2020 ~ 2022

IBM Spectrum Fusion HCI

IBM Spectrum Fusion HCI 주요 특징

- 60% 더 적은 에너지 소비
- 57% 더 적은 공간 차지
- 90% 더 적은 운영 비용

IBM Spectrum Fusion HCI의 주요 특징

- 통합된 아키텍처
- 통합된 운영
- 통합된 관리
- 통합된 보안

IBM Spectrum Fusion HCI의 주요 특징

- 통합된 아키텍처
- 통합된 운영
- 통합된 관리
- 통합된 보안

IBM Power10

IBM Power10 주요 특징

- 7nm
- 1024
- 40%
- 20x

IBM Power10의 기술 가치

- 7nm
- 1024
- 40%
- 20x

IBM Elastic Storage System 3200

IBM Elastic Storage System 3200 주요 특징

- IBM Elastic Storage System 3200
- IBM Elastic Storage System 3200

IBM ESS 3500

IBM ESS 3500 주요 특징

- IBM ESS 3500
- IBM ESS 3500

IBM ESS 3500

IBM ESS 3500 주요 특징

- IBM ESS 3500
- IBM ESS 3500

IBM ESS 3500

IBM ESS 3500 주요 특징

- IBM ESS 3500
- IBM ESS 3500

IBM POWER9

IBM POWER9 주요 특징

- IBM POWER9
- IBM POWER9

IBM POWER9

IBM POWER9 주요 특징

- IBM POWER9
- IBM POWER9

IBM POWER9

IBM POWER9 주요 특징

- IBM POWER9
- IBM POWER9

IBM Instana

IBM Instana 주요 특징

- IBM Instana
- IBM Instana

IBM Instana

IBM Instana 주요 특징

- IBM Instana
- IBM Instana

IBM Instana

IBM Instana 주요 특징

- IBM Instana
- IBM Instana

POWER9 Maketh Comfort

IBM POWER9 무료 방문설치 이벤트

- IBM POWER9
- IBM POWER9

POWER9 Maketh Comfort

IBM POWER9 무료 방문설치 이벤트

- IBM POWER9
- IBM POWER9

POWER9 Maketh Comfort

IBM POWER9 무료 방문설치 이벤트

- IBM POWER9
- IBM POWER9

♥ Logitech Online Production

♥ 2017 ~ 2022



♥ NVIDIA Online AD

♥ 2009 ~ 2016

