

RAY YEOM

profile

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About Company



About Ray Yeom

RAY YEOM, FOUNDER/ EXECUTIVE PRODUCER/ EDITOR IN CHIEF

California에 있는 Whiteshadow Inc.는 Entertainment 와 Media 분야에서 글로벌한 비전과 함께 다양한 콘텐츠를 제작하며 주목 받고 있는 회사입니다. 국내에는 이엘이 (e.L.e media) 을 창립 하여, 한류의 미주/남미/유럽에 한국 문화 콘텐츠를 아티스트와 프로젝트에 맞는 마케팅 홍보 전략으로 다양한 문화를 좋은 비주얼로 형성하는데 선구적 인 역할을 하고 있습니다.

My main strengths are adaptability, dependability and the determination to get a job done as proven by my varied work experiences in entertainment business. I try to learn something new from every experience because I believe there is always room for self-improvement both personally and professionally.

Current

Ray Yeom Profile

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RollingStone Korea

FOUNDER (Seoul, Korea)

C.E.O./Creative Executive

2020-PRESENT

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e.L.e Media

FOUNDER (Seoul, Korea)

Editor in Chief

2020-PRESENT

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WHITESHADOW, INC.

FOUNDER (Los Angeles, CA)

EXECUTIVE PRODUCER

2013 - PRESENT

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A COMMON
THREAD AGENCY

DIRECTOR
(Los Angeles, CA)

CREATIVE DIRECTOR

2014 - PRESENT

Previous (이전)

BILLBOARD MAGAZINE KOREA/USA - GLOBAL PR AGENT/ ARTIST RELATION 2019

THE VIBE ENTERTAINMENT (현 MAJOR9) - 이사/ PRODUCER / CREATIVE DIRECTOR 2014 – 2015

GLORIOUS ENTERTAINMENT - MUSIC CONSULTANT / PRODUCER 2015

KINO33 ENTERTAINMENT - 이사/ CREATIVE DIRECTOR 2013 - 2015

C-JeS ENTERTAINMENT USA - USA EXECUTIVE / CREATIVE DIRECTOR 2011-2013

MOONWALK AB LLC. - EXECUTIVE PRODUCER 2013-2014

BILLBOARD ENTERTAINMENT - CONSULTANT 2011-2012

APOLLO FILM USA - EXECUTIVE PRODUCER 2011-2012

KIB DIGITAL TV PRODUCTION - PRODUCER 2009-2010

PERSONA MARKETING FIRM MARKETING MANAGER 2004-2007

FLORAL BREEZE PRODUCTION - DIRECTOR / PRODUCER 1999-2003

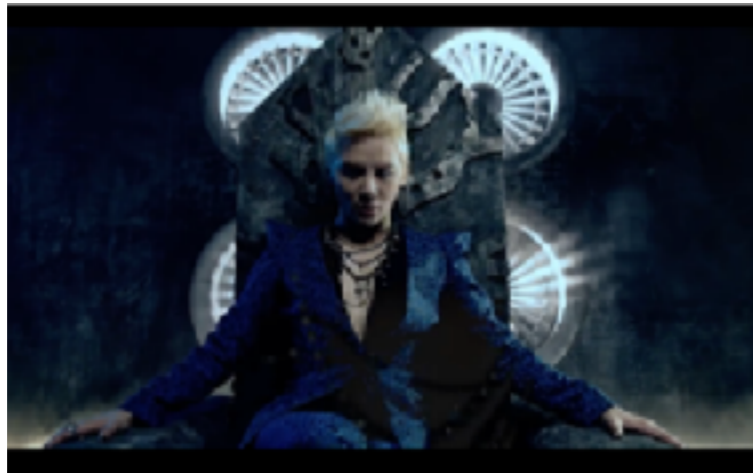
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Magazine
Music Video
Commercial &
Visuals

Producer / Director / Creative Director





01

Music Video

Commercial

Film



CREATIVE WORKS

Magazine

현재

RollingStone Korea - Publisher /Creative Executive/2021

e.L.e Magazine (by e.L.e Media) - Foudner/Editor in Chief/ 2020

과거

BILLBOARD MAGAZINE - GLOBAL PR AGENT/CREATIVE DIRECTOR/ 2019/2020

FORBES/VOGUE - EDITORIAL 2019/2020

InStyle MAGAZINE - PLEIONE BRAND - CREATIVE DIRECTOR (500,000 copies SOLD)/ 2016

Mgazine Lookbook - Konus Brand - CREATIVE DIRECTOR/ 2016

L.A CANVAS - ART DIRECTOR/AGENT/ 2015

GRAMMY ONLINE - EDITORIAL/ 2013

JYJ PHOTO BOOK - ART DIRECTOR/ 2012

BILLBOARD MAGAZINE - PR AGENT/ 2011



Music Video

Director/Producer

전지윤 X 서사무엘 “Cliche”/크리에티브 디렉터/ 2017

바이브 I VIBE “1년 365일” /뮤직비디오 디렉터/ 프로듀서/ 2016

BEN “Looby Loo” /CREATIVE DIRECTOR/ 2015

IM SE JUN “Lie” /MV DIRECTOR/ 2015

4 MEN “유학” /MV DIRECTOR/ 2015

Miiii “Not-Boyfriend” /Creative Director/ 2015

XIA “Incredible” /MV DIRECTOR/ 2013 SBS 뮤직비디오위너, 올해의네티즌상

XIA “Tarantallegra” /MV DIRECTOR/ 2012 SBS 뮤직비디오위너, 올해의네티즌상 XIA

”Uncommitted” /MV DIRECTOR/ 2012 China K-POP music video award winner

Wheesung USA “OVER YOU” /CREATIVE DIRECTOR/ 2010

Commercial & Shorts

Director/Producer

다니엘헤니 | DANIEL HENNY - 더뉴트리밀/프로듀서 2020/Producer
다니엘헤니 | DANIEL HENNY해밀턴워치/프로듀서 2018 /Producer

DANIEL HENNY - 캐딜락 코리아/ 프로듀서2018 다니엘헤니 |

DANIEL HENNY - 트루비타민 광고/ 프로듀서2017 서하준 | 팬미팅 광고 영상/ 디렉터, 프로듀서 2016

윤소이 | YOON SOY 로앤디광고/ 디렉터, 프로듀서2016

JI CHANG WOOK -KONUS BRAND /DIRECTOR, CREATIVE DIRECTOR/ 2015
JYJ 3voices documentary - featured film /DIRECTOR, PRODUCER/

Fashion Commercial “Ro&De Noir”, “Pleione”, 2013 /DIRECTOR/

“Yahoo Messenger” Commercial 2012 /PRODUCER/

“Levis’ Sound washing Jean” Commercial 2011 /CREATIVE DIRECTOR, PRODUCER/ “Bubble

Bubble” SHORT FILM, S.F Spring Show - advertising award, 2008, 2nd prize winner “Picnic”

SHORT FILM, Mi-sen-scene 본선2012 nominated /Executive Producer

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Fashion

Fashion Show / Commercial Making

Creative Director / Marketing Director



Fashion Show



KONUS BRAND RUNWAY - LA FASHION WEEK / CREATIVE DIRECTOR / 2016

ROBIN K LAUNCHING SHOW - KONUS, RO&DE NOIR / PRODUCER, CREATIVE DIRECTOR / 2015

KONUS BRAND FASHION LAUNCHING SHOW - PRODUCER, CREATIVE DIRECTOR / 2015

VISUALS (CREATIVE DIRECTOR)



Konus Brand 2015 – 16



Ro & De Noir 2015 -16



Pleione 2015-2017

Music

04

A&R / Brand Song / Collaboration Project / Album Producing

Producer / Creative Director / Marketing Director

COLLABORATION COMPANY :
NEW MOON ON MONDAY,

THE VIBE ENTERTAINMENT, MOONWALK AB, ROBIN K



A&R

Ray Yeom 은 미국의 BILLBOARD ENTERTAINMENT, MUSIC
WORLD ENTERTAINMENT

유럽의 DA BEATZ 를 비롯 스페인의 ZARATA 와 파트너십을 가지고 있
다.

WHITESHADOW 는 그동안 CHRIS BROWN, KANYE WEST, MALIK
YUSEF, TIMBALAND, LONNY BEREAL,

JAMIE JONES(ALL4ONE), A\$AP MOB, RODNEY JERKINS,
SNOOP DEVILLE 등 유명 프로듀서/아티스트와 함께 작업을 해오고
있다.

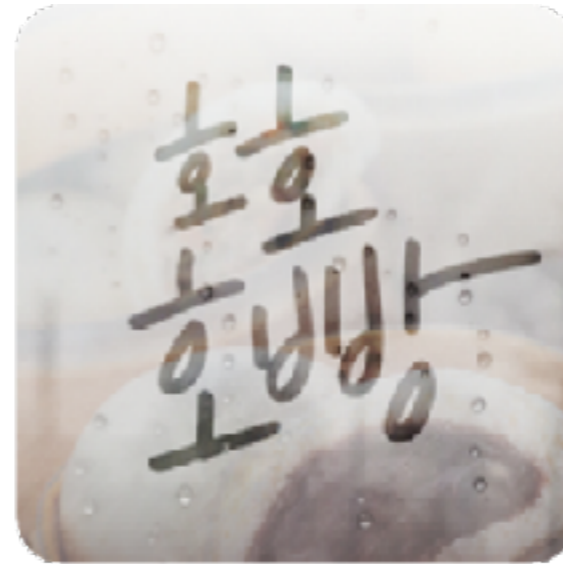
현재는 R.KELLY 와 K-POP 콜라보레이션 프로젝트를 진행중이며, SWIZZ
BEATZ 와 PHARELL WILLIAMS 와의 콜라보레이션을 진행중

에 있다.

The logo for Music World Entertainment, featuring the words "MUSIC WORLD" in a large, bold, sans-serif font, with "ENTERTAINMENT" in a smaller font below it. The "WORLD" part is enclosed in a black rectangular box.The logo for Zarata, featuring the word "ZARATA" in a stylized, outlined font with a jagged, waveform-like appearance.The logo for Da Beat Freakz, featuring the word "Da" in a large, stylized font above the words "BEAT FREAKZ" in a smaller, blocky font.The logo for Billboard Entertainment Group, featuring the word "BILLBOARD" in a large, outlined font above the words "ENTERTAINMENT GROUP" in a smaller font. A white triangle is positioned between the "O" and "A" in "BILLBOARD".

Brand Songs / 브랜드 콜라보레이션 기획

소녀시대 "제시카"
 "SWEET DELIGHT"
 2010 발매 후 실시간 1위
 (음원 종합 차트 7위)



휘성, 김태우 "호호빵"
 음원차트 5위
 (삼립식품 40년 만에 브랜드 송바꿈)

프로듀서 윤민수
 벤, FLOWSIK, BIG SHOT
 "KONUS"
 (패션 업계 최초 브랜드 송)



악동 뮤지션
 "콩떡빙수"
 2013 멜론차트 1위 (총 8개 음원차트 1위)

Album Producing

JAMIE JONES(All4One) & IM SE JUN "SOME DAY" / Creative Director / 2015

Ji Chang Wook "Everwood" / Producer, Creative Director / 2015

BEN, FLOWSIK, BIG SHOT "KONUS" / Creative Director / 2015

BEN "Looby Loo" / Creative Director / 2015

IM SE JUN "Lie" / Creative Director / 2015

4 MEN "유학" / Creative Director / 2015

Miii "not-boyfriend" / Creative Director / 2015

JYJ 3rd album "VALENTINE" / Producer / 2014

Jae Joong / Creative Director / 2013

XIA "Incredible" / Creative Director / 2013

XIA "Uncommitted" / Creative Director, A&R / 2012

XIA "Tarantallegra" / Creative Director / 2012

JYJ 2nd album / Creative Director / 2011

JYJ beginning album / Production Manager / 2010

Artist Development

아티스트 기획 및 신인 개발

기존 아티스트를 새롭게 탄생 되도록 제작 기획 하며 신인 개발 발굴 부터 트레이닝 및 매니지 먼트를 진행한다.

THE VIBE ENTERTAINMENT / Artist Creative Director /

C-JES ENTERTAINMENT / USA 신인개발디렉터 /

IMASTAR GROUP / Artist Creative Director /

BILLBOARD ENTERTAINMENT / Artist Consulting /

Artists:

시아준수, 영웅재중, JYJ, 바이브, 윤민수, 세이예스, 벤, 임세준, 미, 티나, QUINCY, ALL-4-ONE

Distribution

MAJOR 배급사, 기획사를 통해 미국, 유럽, 남미 진출을 돕는 AGENCY 및 MARKETING & PR 일을 한다.





Concert

Producer / Promotor / Creative Director

Concert VCR Producing / DVD Producing

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Concert Credit

YOON MIN SOO, SHIN YONG JAE CONCERT, L.A, CHICAGO, N.Y / PRODUCER /2016

JESSIE WITH KONUS IN LOS ANGELES / PRODUCER / 2015

VIBE, 4MEN 'VALENTINE CONCERT', LOS ANGELES / PRODUCER / 2015

KBS MUSIC BANK IN BRAISIL / PRODUCER, PROMOTER / 2014

JYJ Europe Tour - Spain, Germany / Director, Producer / 2011

JYJ South America Tour - Peru, Chile / Director, Producer / 2012

XIAUS TOUR / Producer / 2012

XIA South America Tour - Brazil, Chile, Mexico / Producer / 2012

C-JeS K-Pop L.A Audition / Executive Producer, Panel / 2013

USC K-Pop Music Seminar / Executive Producer /2013

Producer

JYJ ESTADIO MONUMENTAL
LIMA, PERU



JYJ TEATRO CAUPOLICAN
SANTIAGO, CHILE



XIA WORLD TOUR
CHILE, BRAZIL, GERMANY, MEXICO, USA

Producer

JYJ POBLE ESPANYOL
BARCELONA, SPAIN



JYJ TEMPODROM
BERLIN, GERMANY

Promotor

KBS MUSIC BANK
RIO DE JANEIRO, BRAZIL



JESSI & MIGHTY MOUSE WITH KONUS
LOS ANGELES, CA

Creative Director

VIBE 4MEN VALENTINE CONCERT
LOS ANGELECA, USA

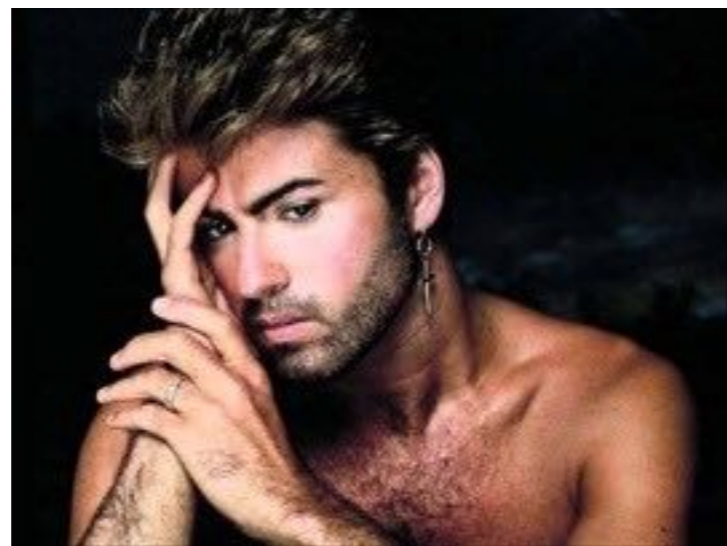


MOON MYUNGJIN, SON SEUNG YEON "HEALING
CONCERT" TEMECULA, CA

Concert Promotion



JYJ WORLD TOUR 와 MUSIC BANK IN BRAZIL 을 성공적으로 이끌며
현재는 R.KELLY, RIHANNA, GEORGE MICHAEL, ALL 4 ONE, LUDACRIS 등의 스타 들과
콜라보 공연을 추진 중에 있다.



Concert Video

VCR / DVD AUTHORIZING Affiliated with MARA FILM



콘서트영상제작및VCR 영상(오프닝영상, 브릿지영상, Short영상 등) 콘서트의 테마
및 컨셉 에 맞게 제작 하며 모든 영상이 DVD 로 제작됩니다. (다양한 컨셉:
FANTASY, ROMANCE, NOIR, ANIMATION)



Concert VCR Making



오프닝 기대감 및 흥분고조
공연 시작 시 팬들의 환호 및 기
분 up)



뮤지컬식연동 (VCR와
현장을연동, 뮤지컬식
전개가능)



분위기 전환
(다음 무대를 위한 컨셉 VCR)



의상체인지 및 휴식
(VCR이 나오는 동안 아티스트
준비시간)

DVD Authorizing

콘서트DVD 제작



보통 DVD제작은 중계영상으로 하는 곳이 많습니다. 저희는
현장감을 좀 더 조성하기 위하여
곡의 비트에 맞게 카메라 배치를 미리 지정하고 촬영합니다. 보지 못
한 팬들에게는 생생한 현장감을 제공하고
보았던 팬들에게도 다시 보고 싶은 영상으로 제작합니다.



VCR&DVD Company Credit

VCR

SHINee Arena Tour (2012)

SMtown(2012)

JYJ월드투어 (독일/스페인/칠레 / 페루) (2012, 2013)

CNblue World Tour (2013)

SHINee Arena Tour (2013)

소녀시대 Arena Tour (2013)

동방신기 World Tour (2013)

SHINee Arena Tour (2014)

EXO World Tour (2014)

슈퍼주니어 World Tour (2014)

SMtown (2014)

소녀시대 Arena Tour (2014)

SHINee Special Edition Tokyo Dome (2015)

슈퍼주니어-D&E Arena Tour (2015)

슈퍼주니어-KRY Arena Tour (2015)

DVD

SHINee Arena Tour DVD (2012)

SMtown DVD (2012)

BOA Special Edition DVD (2013)

SHINee Arena Tour DVD (2013)

소녀시대 Arena Tour DVD (2013)

동방신기 World Tour DVD (2013)

SHINee Arena Tour DVD (2014)

EXO World Tour DVD (2014)

슈퍼주니어 World Tour DVD (2014)

동방신기 World Tour DVD (2014)

소녀시대 Arena Tour DVD (2014)

슈퍼주니어 World Tour DVD (2014)

SHINee Special Edition Tokyo Dome DVD (2015)

EXO World Tour DVD (2015)

Thank You
