

Luu KenWeon

JJCTV (KBC Local Government TV) — Director, AI Marketing Bureau

AI Transformation Strategist | 24 years of broadcasting and data analysis

Data-driven strategist who evolved from a 24-year broadcasting-programming expert into an AI-adoption consultant. Drawing on broadcasting, data analysis, AI planning, and lecturing experience, focused on realizing "citizen-centered AI" and "responsible AI".



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BASE

Yeongdeungpo-gu, Seoul

24

YRS
Years in
Broadcasting ·
Media

10

Companies

31

Projects · Results

23

Lectures · Talks

13

Awards ·
Certifications

Core Competencies

AI Service Planning & Development

AI announcer modeling, automated news writing, AI video editing, AI anchor (main news) deployment

Data-Driven Decision Making

20 years of programming-data analysis; viewer-log mining and visualization; 10× revenue growth

AI Adoption Strategy

Design of quantitative metrics around organizational maturity, cost/benefit (ROI), and risk

Project Management (PM)

Owned budget / schedule / outcomes for 5 government and local-government projects; PM for the Ministry of SMEs "AI Smar...

Diagnosis & Analysis

Hands-on preprocessing of large-scale data; insight generation; PowerBI visualization; reporting

Global Collaboration

Invited talks at overseas regulators; corporate consulting; English presentations; international network

AI Ethics Governance

Authored internal privacy and AI-ethics guidelines

Reporting & Communication

Standardized KPI/ROI documentation; three-tier reporting (executive / field / agency)

Mar 2022 ~ present

4 yr 6 mo

JJCTV (KBC Local Government TV)

AI Marketing Bureau, Marketing Division · Director (formerly Director, Programming Bureau, 2022-03 to 2026-08)

- Channel marketing (advertising sales, quotation, contracting, delivery and settlement under one record)
- Packaged distribution of local-government content across pay-TV channels, news articles and YouTube shorts
- AI agent adoption — scheduled collection and analysis of YouTube channel data, regular AI trend reporting
- Programming strategy and AI planning (Director of Programming, 2022-03 to 2026-08)
- Built a nationwide distribution network delivering Honam-region content across 20+ SO/IPTV channels
- Secretary General of the SME PP Programming-Distribution Alliance (2015 to present, 10+ years, ongoing)
- Discovered and co-produced work with emerging studios and creators

Aug 2020 ~ Mar 2022

1 yr 7 mo

TRA Media Co., Ltd.

Programming Department · Team Lead

- Secured exclusive global drama broadcasting rights and set programming strategy
- Established channel identity; drove rapid ratings climb and improved advertising revenue

Aug 2019 ~ Apr 2020

8 mo

Donga TV Co., Ltd.

Programming Bureau · Director

- Developed new revenue streams by fusing fashion and beauty content with media commerce
- Restructured prime time based on target viewer analysis (women aged 20 to 39)

Jul 2017 ~ Aug 2019

2 yr 1 mo

Small Business Broadcasting Foundation

Programming Team · Manager

- Achieved a 200% increase in reach for small-business content via simultaneous YouTube and cable-TV distributi...

Jun 2015 ~ Jul 2017

2 yr 1 mo

Channel A

Strategic Planning Division · Manager

- Sub-channel operation and disaster broadcasting
- Built content circulation between the main general-programming channel and the Plus sub-channel

Oct 2014 ~ Feb 2015
4 mo

Jobs Broadcasting
Programming Team · Team Lead (dispatched)
– Public-interest program scheduling and broadcast operations

Nov 2006 ~ Feb 2012
5 yr 3 mo

BTN (Buddhist TV)
Programming Bureau · Programming PD
– Broadcast schedule operations and broadcast-system management

Jan 2005 ~ Jan 2006
1 yr

BTN (Buddhist TV)
Programming Bureau · Staff (contract)
– Broadcast scheduling

Oct 2003 ~ Jul 2004
9 mo

UBS Broadcasting
Broadcasting Division · Staff
– Broadcast scheduling

Jan 2003 ~ Sep 2003
8 mo

Sam Media Broadcasting Co., Ltd.
Production Team · Staff
– Broadcast scheduling and production

AI Transformation · Digital Work 31

Most recent first. The second line gives the role or detail.

When	Project · Result	Client · Employer
2026		
18 Aug	AI Marketing Bureau Business Plan (H2 2026) Five-Task Execution Plan for a Newly Created Bureau	JJCTV
15 Aug	2026 Seoul National Cemetery Media Art Contest Entry 'A Single Light'	Seoul National Cemete...
14 Aug	Defense Media Agency Advisory Report on AI Talent Selection Criteria and Capability Building	Defense Media Agency,...
12 Aug	Draft Promotion Plan for an AI Education and Subscription Support Progr... Author of the draft promotion plan (program title, execution framework, partner organisations,...	Defense Media Agency

When	Project · Result	Client · Employer
12 Aug	Leaders Club Website Renewal (static site, leadersclub.co.kr) Design direction (light document style, an ink-paper-and-seal palette), build and staging deplo...	Leaders Club
21 Jul	Defense Media Agency Advisory Opinion on Operating an AI Video Contest	Defense Media Agency
17 Jun	English Subtitle (SRT) Production and Delivery for 8 Films Translation, subtitle timing and delivery (including unit-price negotiation)	Yoon & Company
10 Jun	Busan Contents Market (BCM) 2026 Global Pitching Presenter for KBC Local Government TV	Busan Contents Market...
1 Jun	Korean Association of Local Legislation Specialists Official Website Build (kalle.or.kr)	Korean Association of...
28 May	Handover Package of Four AI Operations Components (search index, claude... Packaging for porting to other Linux systems — full removal of personal data, reset to defaults...	Whale Shark Media Co...
Apr	JJCTV YouTube Activation Strategy (AI Backend + Human Narration Hybrid) Planning / PM	JJCTV (KBC Local Gove...
Apr	NIPA 2026 SME Cloud Support Proposal (Sangsaeng Broadcasting) Proposal lead	National IT Industry...
Apr	Small Business Broadcasting 2026 Q1 Stakeholder Forum Planner / facilitator	Small Business Broadc...
Apr	Daria Media Course Design (Data-Driven Targeting) Course designer	Daria Media
Mar	DeepL API-Based Desktop Translator App Developer	Magiclimage
Mar	LinkedIn Personal Branding Automation CLI Personal project	
Mar	Medin Research Class Program Course designer	Medin Research
Feb	Regional Content Analytics (Awards × Ad Revenue Correlation) Planner / Analyst	JJCTV (KBC Local Gove...
Feb	Church Member Management GUI (SQLite + Python GUI) Personal project	

When	Project · Result	Client · Employer
Jan	AI-Based Local Festival Script & Video Automation Lead Designer / Engineer	JJCTV (KBC Local Gove...
Jan	Tarot AI Card Reading System (Flask Backend) Personal project	
2025		
20 Aug	International Documentary Film Festival Award K-DOCS 2025	JJCTV (KBC Local Gove...
	AI-Based News Video Generation Automation Solution (SME Smart Service S... Project Manager (PM)	JJCTV (KBC Local Gove...
	Overseas Content Pre-sale Speaker / PM	JJCTV (KBC Local Gove...
2024		
	AI Video Editing System Lead Designer / Tester	JJCTV (KBC Local Gove...
	Local Election Prediction AI Dashboard Lead Designer / Analyst	JJCTV (KBC Local Gove...
	Local Government Content Awards Executive PM	JJCTV (KBC Local Gove...
2023		
	AI Announcer Modeling & Deployment PM / Engineer	JJCTV (KBC Local Gove...
	Creator Media Broadcast Formatting & Hybrid Distribution Distribution Director	JJCTV (KBC Local Gove...
2020		
	Data-Driven Programming Optimization Data Strategist	TRA Media Co., Ltd.
2015		
	PP Alliance: 20-Channel Content Distribution Project Secretary General (10+ years, ongoing) / Project Director	JJCTV (KBC Local Gove...

Lectures · Talks 23

Most recent first. Completed engagements only.

Date	Organisation	Topic	Type
21 Jul 2026	Defense Media Agency Ministry of National Defe...	Introduction to AI-Era Trends	Institutional speci...
18 Jun 2026	Dasol Tax Corporation	Applied AI special lecture for administrative and practitioner staff: usi...	Corporate lecture
2 Jun 2026	Story & Media Lab Co., Ltd.	AI fundamentals; top-10 AI video generation platforms compared by core mo...	Corporate lecture
25 May 2026	Uhwoolim AI Agency Sejong	AI course for a company CEO (applied AI in practice)	Corporate lecture (...)
27 Mar 2026	Small Enterprise and Market S...	AI for Aspiring Entrepreneurs	Institutional lectu...
25 Mar 2026	Small Enterprise and Market S... Daejeon	AI for Aspiring Entrepreneurs	Institutional lectu...
24 Mar 2026	Small Enterprise and Market S... Sejong	AI for Aspiring Entrepreneurs	Institutional lectu...
14 Mar 2026	Medi & Research	AI Special Lecture	Corporate lecture
Mar 2026 ~ Jun 2026	Kyonggi University Graduate S... Animation	AI Fundamentals, GPT-based Video Generation, Statistics in Practice	Graduate lecture
27 Feb 2026	Sangsaeng Broadcasting Co., L...	AI-Based Scripture Content Crawling, Script Generation, Shorts Automation	Corporate lecture
26 Feb 2026	KBC Gwangju Broadcasting	AI-Based Automated Shorts, News Automation, Script Generation	Corporate lecture
16 Jan 2026 · 27 Feb 2026	Small Business Broadcasting F...	AI Video Generation, Applied Business Use Cases	In-house training
Dec 2025	Sejong Communication	Cursor AI, Site Building, MCP	Corporate lecture (...)

Date	Organisation	Topic	Type
1 Dec 2025	Fajr International Film Festi...	Human Sense, Machine Logic: How AI Is Redefining Broadcasting and Content...	Invited international...
18 Nov 2025	Gochang Reporters' Association Gongsin-yeon	AI-Based News Generation & Fact-Checking	External lecture
Sep 2025 ~ Dec 2025	Kyonggi University Graduate S... Animation	AI Fundamentals, GPT-based Video Generation, Statistics in Practice	Graduate lecture
May 2025 ~ May 2025	Mongolian Broadcasting and Te...	The Future of Broadcasting and AI / Future of Broadcasting Distribution	Invited international...
May 2025 ~ present	Whale Shark Co., Ltd.	AI Fundamentals, Machine Learning, GPT, Server, Agents	Corporate lecture
May 2025 ~ Jun 2025	Smith Co., Ltd.	Agents, Server, GPT Applications	Corporate lecture
May 2025	Makeup Artist	Video Shooting, Editing, SNS Utilization & Upload	Corporate lecture
Feb 2025 ~ Apr 2025	KBG Local TV Co., Ltd.	AI Training (GPT, Transfer Learning, Machine Learning)	In-house training
Feb 2025	Sangsaeng Broadcasting Co., L...	Video Generation Modeling, AI Avatar Applications	Corporate lecture
Jan 2025 ~ Nov 2025	Story & Media Lab	Video Generation, Midjourney, Veo3	Corporate lecture



Scene from the Seoul National Cemetery LED-board vi... · Aug 2026



Defense Media Agency — AI in broadcast news product... · 22 Jul 2026



Defense Media Agency — AI lecture for all staff (ti... · 21 Jul 2026



Busan Contents Market 2026 — Global Pitching
presen... · 10 Jun 2026



Busan Contents Market 2026 Global Pitching —
waitin... · 10 Jun 2026



Generative AI announcer presenting Local
Government... · May 2026



Korea Radio Promotion Association lecture (7
Apr 20... · 7 Apr 2026



Small Enterprise and Market Service, Asan —
AI lect... · 27 Mar 2026



Small Enterprise and Market Service, Asan —
lecture... · 27 Mar 2026



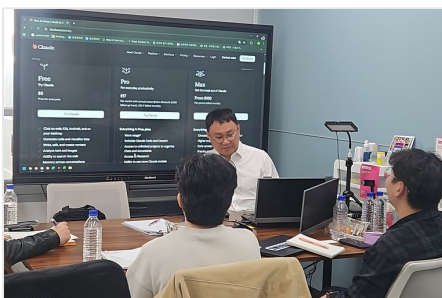
Small Enterprise and Market Service, Daejeon
— AI l... · 25 Mar 2026



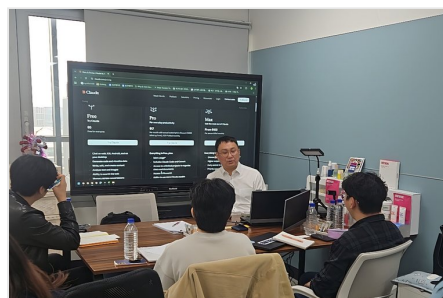
Small Enterprise and Market Service, Sejong —
AI le... · 24 Mar 2026



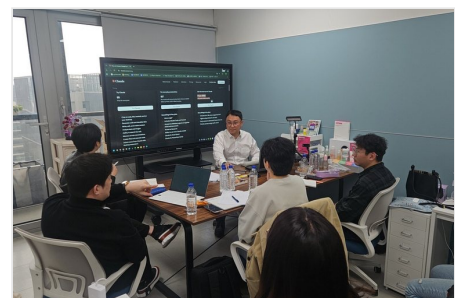
Small Enterprise and Market Service, Sejong —
speak... · 24 Mar 2026



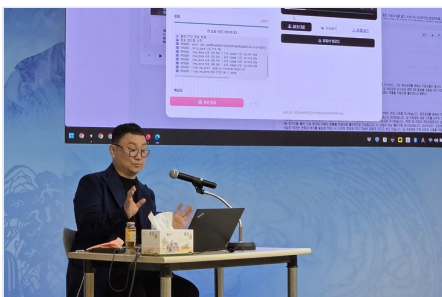
Medi & Research — applied AI lecture for staff ·
15 Mar 2026



Medi & Research — lecture hall · 15 Mar 2026



Medi & Research — small-group practice
session · 15 Mar 2026



Sangsaeng Broadcasting — AI training on
content aut... · 27 Feb 2026



Sangsaeng Broadcasting — lecture hall · 27
Feb 2026



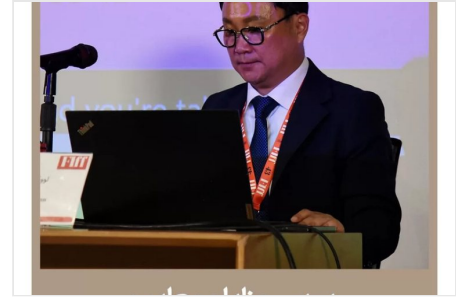
KBC Gwangju Broadcasting — AI training on
shorts ge... · 26 Feb 2026



Small Business Broadcasting Foundation, Daejeon — A... · 23 Jan 2026



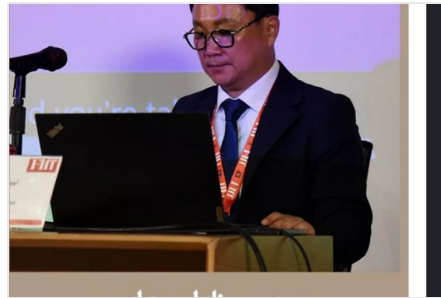
Small Business Broadcasting Foundation — hands-on s... · 23 Jan 2026



Fajr International Film Festival, Iran — invited ta... · 1 Dec 2025



Fajr International Film Festival — AI workshop anno... · 1 Dec 2025



Fajr International Film Festival — local programme... · 1 Dec 2025



Gochang Reporters' Association — AI-assisted news w... · 18 Nov 2025



Gochang Reporters' Association — delivering the ses... · 18 Nov 2025



Mongolian Communications Regulatory Commission — in... · 9 May 2025



Mongolian Broadcasting Development Forum 2025 — mai... · 9 May 2025



Mongolian Broadcasting Development Forum 2025 — key... · 8 May 2025



Content-sharing meeting of seven pay-TV channels —... · 10 Jan 2025



Public data utilization lecture · 2025



International content conference — panel discussion · 2025



2024 Local Government Content Awards — at the photo... · 27 Nov 2024

Tri-Cloud Sync System (Dropbox × GDrive × NAS)

24/7 personal cloud running on rclone FUSE + bisync + systemd self-healing

Claude Code Optimization Across 84 Projects

Cross-analyzed 208 conversation logs with a 5-agent team to standardize global CLAUDE.md, backups, and workflow templates

Harness-DDD Agent Team Orchestration

Complexity-gated harness that auto-distributes tasks to analyst/builder/reviewer agents — DDD architecture score 82/100

Codex × Claude Collaborative Review Automation

Cron-based daily test generation (03:30) + weekly audit (Mon 01:00) that monitors production projects every night

MCP Hub — 40 Servers under One Registry (12 always-on + 28...

8 always-on + 4 on-demand MCP servers unified by a single `mcp-helper.sh` registry, activating per-case

LinkedIn Auto-Post Generator v2

Generates Korean/English/bilingual posts + Mermaid diagrams + 4-slide cards + Figma images from a project brief, then publishes

KBC Groupware Draft Automation

Playwright-based form automation for 7 draft templates (corporate card, channel supply, ad contracts, etc.) — saves as drafts aut...

Document Conversion Stack (MD ↔ DOCX · HWPX · Print-Ready)

Three independent MCP packages converting Markdown to DOCX, Hangul HWPX, and print-ready PDF

YouTube Pipeline with SQLite FTS5

Daily collection → download → Claude-API classification/summary → FTS5 search → weekly report — a fully automated personal YouTub...

SQLite Lifelog Index System (AK-47 Philosophy)

Indexes 1,192 Obsidian diary entries across 10+ years into a 58 MB SQLite database, queryable in natural language via Telegram

Google Tasks 5-Minute Sync Pipeline

Keeps a local CSV copy of Google Tasks always fresh via a 5-minute cron

Telegram Unified Bot — 6-Domain Natural-Language Router

A personal dashboard on Android that queries server status, email, YouTube, projects, and daily/weekly reports in natural language

Operating Methodology 6

70.project Category Operations System

A five-category, 110+ project operations system that isolates company/freelance/personal/academic/experimental work and tracks co...

doc-saver Naming Convention

A file-naming standard (`YYMMDD.topic.author-client(company).ext`) enforced via a dedicated MCP to keep hundreds of project artif...

Codex × Claude Pair Workflow

One-way collaboration where Claude designs/implements and Codex reviews/verifies; large designs use parallel deployment with manu...

Retrospective System — One-Line Log + Milestone Extraction

Accumulates one-line retros after each completion/major work and extracts patterns at 10/20/30-entry milestones

Harness Engineering — Automated Agent/Skill Design

A meta-skill for designing and auditing domain-specific harnesses (agents + skills + MCP combos) as reusable patterns

AGENTS.md Context Injection Pattern

Context engineering technique — placing an `AGENTS.md` in each project to consistently inject domain context for Codex/sub-agents

Knowledge Assets 6

JJCTV Corporate Dataset — PDF/HWP to Markdown Governance

A governance pipeline that converts 8 official broadcaster documents into a 7-file SSOT, guaranteeing reliable AI inputs for cont...

Tri-Source Contact Database (1,047) + Python Pipeline

Cross-matched unified contact DB of 1,047 individuals from Google People API, IKBC internal mail, and Remember CSV, with 06:03 da...

260 Site Accounts Aggregated & Masked

A personal-information security asset organizing ~260 accounts across 9 categories with masking policies and GPG-encrypted storage

Local LLM Operations — gemma4:31b on RTX 5090 32GB + role-s...

Ollama-based gemma4:31b always-on for summarization, reasoning and PII pseudonymization without leaving the premises, with transc...

Multi-Cloud Storage Integration (Dropbox × NAS × FTP)

rcclone FUSE mount + bidirectional bisync that transparently operates three storage backends under a single local path

AI Coexistence Fieldnotes — Refusal/Bypass/Judgment Case Co...

An advisory-activity asset that accumulates real cases of LLM refusal, workaround and judgment from the user's point of view and...

Awards · Certifications 13

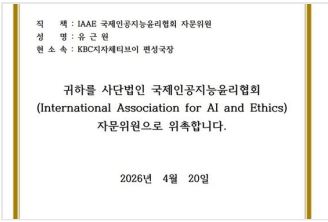
Date	Title	Issuer · Host	Type
Jul 2026	2026 Gangwon Virtual-Convergence Media Art Video Competit... selected among the final five teams	Gangneung Science and Industr...	Award
26 Mar 2026	Korea National Award Cultural Contents Division, Broadcasting & Culture Arts Ser...	Korea National Award Organizi...	Award
20 Aug 2025	K-DOCS 2025 Excellence Prize Sool & Soul: An Orchestra in a Glass	K-DOCS International Document...	Award
Aug 2025	K-Pitch Prime Selection	K-DOCS International Document...	Award

Date	Title	Issuer · Host	Type
Aug 2025	SME Smart Service Support 2025 Recommended for Selection (Eligible for Support)	Ministry of SMEs and Startups...	Award
18 Jun 2024	Business Information Visualization Written Exam Passed	Human Resources Development S...	Certification
17 Nov 2023	Advanced Data Analytics Semi-Professional (ADSP)	Korea Data Industry Developme...	Certification
20 Apr 2015	Driver's License Class 1 (Regular)	Korean National Police Agency	Certification
22 Dec 2001	E-commerce Manager Level 2	Korea Chamber of Commerce and...	Certification
1 Dec 1997	Amateur Radio Operator Class 3 (Voice)	Korea Communications Agency	Certification
18 Jan 1996	Information & Communications Operation Technician Level 2	Human Resources Development S...	Certification
1 Dec 1995	Word Processor Level 2	Korea Chamber of Commerce and...	Certification
	Advanced Data Analytics Professional (ADP)	Korea Data Industry Developme...	Certification

Awards · Certifications — On Site



Gangwon Virtual-Convergence Media Art Video Competi... · Jul 2026



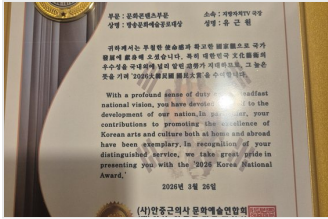
International Association for AI and Ethics — advis... · 20 Apr 2026



NIPA Content Media Lab — chair of the participating... · 16 Apr 2026



NIPA Content Media Lab — chair of the participating... · 16 Apr 2026



Korea National Award, Cultural Contents — Broadcast... · 26 Mar 2026



Korea National Award — certificate in its presentat... · 26 Mar 2026



Ministry of SMEs and Startups — 2025 Smart Service... · 21 Aug 2025



K-DOCS International Documentary Festival — Excellen... · 20 Aug 2025



K-DOCS International Documentary Festival — present... · 20 Aug 2025



K-DOCS International Documentary Festival — K-Pitch... · 20 Aug 2025

Societies · External Roles 9

Period	Organisation · Body	Position · Role
Apr 2026	International Association for...	Advisory Committee Member
Mar 2026	Kwangwoon University Graduate...	Graduate Student
2025	Korean Society for Artificial...	Director
2025	Small Business Broadcasting F...	Advisory Committee Member, Public Interest Channel
2015 ~ present	SME PP Programming-Distributi...	Secretary General
period not recorded	Korean Society for Humanities...	Member

Review · Evaluation (3)

Aug 2026	Defense Media Agency	Interview Panel Member, Career-Based Recruitment (Broadcast...
Apr 2026	National IT Industry Promotio...	Chair, Participating Company Selection Review
Feb 2025	Korea International Broadcast...	Chair, Government Project Review Committee

Education 1

Kwangwoon University Graduate School AI Media Solution · Master's (in progress) · Enrolled

Professional Training 27

Period	Organisation	Course	Hours
Jul 2025 ~ Aug 2025	Ministry of Employment and La...	Machine Learning, Deep Learning and AI Development Keras, TensorFlow	60 h
Jul 2025	Microsoft	Microsoft Cloud & AI Boot Camp	
Mar 2025 ~ Apr 2025	Ministry of Employment and La...	Building AI — The Start of Work Automation Hugging Face, CNN, RNN, LSTM, TensorFlow, quantization	84 h
Feb 2025 ~ Mar 2025	Ministry of Employment and La...	Practical Machine Learning with Python NumPy, Pandas, TensorFlow, CNN, RNN, LSTM	60 h
Oct 2024 ~ Nov 2024	Ministry of Employment and La...	Data Literacy for Digital Work Transformation Pandas, machine learning (supervised/unsupervised), vis...	84 h
Oct 2024	Korea Press Foundation	Practical Short-Form Content Production Using Generativ...	
Oct 2024	Korea Press Foundation	KPF Diploma — AI Journalism (Domestic Program)	
Aug 2024	Korea Press Foundation	Search Engine Optimization Methods for Boosting Digital...	
Mar 2024	Korea Press Foundation	Prompt Writing Practice for Effective Use of ChatGPT	
Feb 2024 ~ Mar 2024	Ministry of Employment and La...	Practical Python & Big Data Analysis NumPy, Pandas, TensorFlow	
22 Dec 2023	Coursera / Google	Google Data Analytics Professional Certificate (8 cours...	

Period	Organisation	Course	Hours
Dec 2023	Korea Press Foundation	Data Journalism (Machine Learning)	
Dec 2023	Korea Press Foundation	Digital Reporting Tools for Journalists (Search, Visual...	
Nov 2023 ~ Jan 2024	Ministry of Employment and La...	Python Big Data Analysis (Collection, Preprocessing, Vi... NumPy, Pandas, TensorFlow, preprocessing, visualization...	64 h
Nov 2023	Korea Press Foundation	Understanding and Using Statistical Data 2023 (R)	
Aug 2023 ~ Oct 2023	Ministry of Employment and La...	Advanced Data Analytics Semi-Professional (ADSP) Certif... ADSP	
Jul 2023 ~ Aug 2023	Ministry of Employment and La...	Power BI Big Data Visualization Microsoft Power BI, Power Query	30 h
Mar 2023 ~ Apr 2023	Ministry of Employment and La...	Introduction to Python Coding (weekend course) NumPy, Pandas, TensorFlow	
Dec 2019 ~ Feb 2020	Ministry of Employment and La...	Python Programming	
Sep 2018 ~ Oct 2018	Ministry of Employment and La...	Python & Big Data Analysis	
Jun 2017 ~ Jul 2017	Ministry of Employment and La...	Digital Design (HTML5 + CSS)	
Mar 2015 ~ May 2015	Ministry of Employment and La...	Web Publishing (SCSS, jQuery, Bootstrap)	
Nov 2014 ~ Feb 2015	Ministry of Employment and La...	Java Programming (Java + JSP + Spring)	
Dec 2009 ~ Jan 2010	Ministry of Employment and La...	Linux I_Admin & Network (weekend course) Linux administration, networking	
Oct 2007 ~ Dec 2007	Ministry of Employment and La...	Practical Excel (Advanced) VBA	
Feb 2007 ~ Mar 2007	Ministry of Employment and La...	IT Fundamentals Course	
period not recorded	Korea Press Foundation	(Intensive) Digital Reporting Tools for Journalists (Se...	8 h