**Oyster HR - Recruitment Campaign & Marketing Insights**

**Company Overview**

Oyster HR is a modern recruitment and talent acquisition company specializing in high-quality hiring solutions. It provides structured processes, advanced tools, and data-driven strategies to support employers and candidates.

**Business Conference Summary**

BeneBene is a premium Korean children's fashion brand established in 2014 in Seoul. The name "BeneBene" is derived from Italian, meaning "good good," representing the brand's philosophy of bringing comfort and style to children through high-quality, classic designs.

**Marketing Campaign Skill Levels & Hourly Rates**

**5 - 10 USD/hour (Basic Level)**

Create basic ad campaigns, edit simple ad content, monitor ads, compile basic reports, conduct keyword research, and provide email/chat customer support.

**10 - 20 USD/hour (Lower–Mid Level)**

Perform light ad optimization, manage multiple ad sets, use Canva for design, run basic A/B testing, conduct simple retargeting, and compile advanced reports.

**20 - 35 USD/hour (Mid Level)**

Optimize ad costs (CPC, CPM), plan short-term campaigns, manage budgets between 500–5000 USD, set up Facebook pixel tracking, use basic API connections, and adjust ads based on data.

**35 - 50 USD/hour (High Level)**

Develop long-term ad strategies, run multi-platform campaigns (Facebook, Instagram, Meta), use automation tools, perform advanced data analysis (ROAS, CTR, LTV), and manage international ads.

**50 - 75 USD/hour (Senior Level)**

Manage large budgets (>10,000 USD/month), integrate advanced APIs, develop high-end creative content, improve the entire marketing funnel, provide strategy consulting, and train internal teams.

**75 - 100+ USD/hour (Top Expert Level)**

Advise on large-scale ad strategies, manage multi-national and multi-channel campaigns, optimize with AI and Big Data, develop complete automation systems, support IPO campaigns, and run ads for global brands.

**Meeting Preparation Guide**

1. Define your role in the meeting.

2. Collect preliminary data, feedback, or reports that will be discussed.

3. Encourage ideas & solutions — ask if there are any concerns or roadblocks.

4. Encourage team members to network during breaks to foster collaboration.