

JAY | HONG

SONGWRITER · PRODUCER

SELECTED PORTFOLIO / 2026





01 / BIOGRAPHY

BUILT FOR THE BRIEF. REMEMBERED FOR THE HOOK.

Jay Hong is a South Korean songwriter, producer and vocalist whose career moves naturally between performance and record-making. Since 2011, he has built a cross-border catalog spanning K-pop, J-pop and greater Asian pop, with work released across Korea, Japan, China, Taiwan and Hong Kong. From topline and lyrics to composition, arrangement, demo vocal and production, Jay develops each song as one complete creative idea - shaping immediate hooks, adaptable production and a collaborative process around the artist, the brief and the market.

KR

KOREA

JP

JAPAN

CN

CHINA

TW

TAIWAN

HK

HONG KONG

CATALOG HIGHLIGHTS

10 selected releases across Asian pop.

VERIFIED FULL CATALOG



01

IMP.

Bang Bang

LYRICS / COMPOSITION / ARRANGEMENT

Japan / 2025

[LISTEN >](#)

02

INI

Make It Count

COMPOSITION / ARRANGEMENT

Japan / 2025

[LISTEN >](#)

03

BALLISTIK BOYZ

Get Wild

COMPOSITION / ARRANGEMENT

Japan / 2025

[LISTEN >](#)

04

VOLTACTION

Crazy World

COMPOSITION

Japan / 2025

[LISTEN >](#)

05

THE BOYZ

Nothing Without You

COMPOSITION / PRODUCTION

Korea / Japan / 2024

[LISTEN >](#)

06

BUDDIIS

Koi to me

COMPOSITION

Japan / 2023

[LISTEN >](#)

07

TFBOYS

Firefly

PRODUCTION

China / 2016

[LISTEN >](#)

08

TFBOYS

HEART

PRODUCTION

China / 2013

[LISTEN >](#)

09

TFBOYS

Love Departure

PRODUCTION

China / 2013

[LISTEN >](#)

10

JPM

365 Days

PRODUCTION

Taiwan / 2012

[LISTEN >](#)

FROM IDEA TO RECORD.



JAY HONG / SONGWRITER + PRODUCER

01

SONGWRITING

TOPLINE / MELODY / LYRICS

02

PRODUCTION

TRACK / ARRANGEMENT / SOUND

03

DEMO + VOCAL

GUIDE VOCAL / VOCAL DIRECTION

04

COLLABORATION

BRIEFS / CAMPS / REMOTE SESSIONS

ONE MUSICAL LANGUAGE, ACROSS EVERY MARKET.

A portrait of Jay Hong, a man with short, wavy blonde hair and black-rimmed glasses, looking down and to the side. He is wearing a dark jacket. The background is dark and out of focus.

JAY HONG

LET'S MAKE THE NEXT RECORD.

CUTS / CAMPS / BRIEFS / COLLABORATIONS

JAY HONG / SONGWRITER + PRODUCER

04 / LISTEN + FOLLOW

MUSIC FIRST. EVERYTHING ELSE, ONE CLICK AWAY.

JAY HONG AS ARTIST

ARTIST RELEASES



RELEASED WORKS

WRITTEN + PRODUCED



COMPOSER DUO MEMBER

BBJGD / BOOBOOJAKGOKDAN



VERIFIED CATALOG

FULL CREDITS



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