

# KENNY CHUNG

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## SEO/SEM EXPERIENCE

### **Mindshare / Catalyst Online (GroupM)**

*Organic Search Director*

New York City, NY

06/2011 to Present

I manage the Search Engine Optimization strategies and operations of several pharmaceutical and packaged consumer goods brands. I also serve as the point of integration between Catalyst Online and Mindshare, both under the GroupM umbrella. Among my responsibilities include creating year-long project plans, formulating integrated digital marketing tests, and pitching ideas to brand managers.

### **Monica Rich Kosann**

*SEO & Web Design Consultant*

New Canaan, CT (Freelance)

09/2011 to Present

I consult the brand on overall digital strategy, including SEO/UX, PR, mobile marketing & technology.

### **HONOR NYC**

*SEO/UX Consultant*

New York City, NY (Freelance)

01/2013 to Present

I manage the SEO strategy for the digital presence of HONOR NYC, a luxury fashion company.

### **msnbc.com**

*SEO/SEM Consultant & Digital Copywriter*

New York City, NY (Freelance)

01/2012 to 12/2012

Consulted on information architecture best practices; coordinated with brand team to develop copy for user-facing pages; wrote PPC ads for all major msnbc properties

### **Morpheus Media**

*Account Strategist, SEO & Emerging Technologies*

New York City, NY

02/2010 to 06/2011

Managed the day-to-day and served as the main agency liaison for several high-profile global news, fashion, and broadcast TV clients; generated rankings and financial reporting templates, and designed presentation decks; provided User Experience recommendations including design mockups/wireframes.

### **Flying Point Media**

*SEO Analyst/SEM Associate*

New York City, NY

06/2009 to 02/2010

Maintained multiple SEO and SEM accounts; performed extensive keyword research and managed concurrent budgets; implemented optimization tags; compiled performance reports and business pitches.

## CREATIVE EXPERIENCE

Please visit Ad-SHARK.com for my digital portfolio.

## SKILLS

**Proficiency in:** Google Analytics (Certified Individual), Webmaster Tools; Adobe Omniture SiteCatalyst; RavenTools; Adobe Illustrator, Photoshop; Microsoft Excel, PowerPoint; iWork Keynote, Numbers

**Working knowledge of:** HTML, CSS, PHP; Adobe InDesign, Dreamweaver; Google AdWords

## BOSTON UNIVERSITY

### **College of Communication**

BS Communication/Advertising

3.50 GPA, *magna cum laude*

### **College of Arts & Sciences**

BA Psychology

Dean's List, *cum laude*

• AdLab Member

• BU AdClub Member

• Freshman Resource Advisor