

KENNY CHUNG

Ad-SHARK.com / 617.657.4275 / KSC@KENNYCHUNG.NET / www.linkedin.com/in/kennychung

Data-driven inbound marketer with a proven track record working with Fortune 500 and 1000 brands. Over seven years of search marketing on the agency side, and three years of direct engagements with top-tier media and luxury brands. Strong focus in SEO/SEM, digital analytics, UX, and creative execution.

DIGITAL MARKETING EXPERIENCE

DigitasLBi

Manager, SEO

New York City, NY

10/2014 to Present

- Serve as the main client lead for Pitney Bowes and American Express SEO business
- Align content strategies with audience research at an enterprise level to drive lead generation
- Aggregate quantitative data from various sources for monthly reporting needs
- Craft inbound marketing strategies for each touchpoint of the consumer decision journey
- Liaise with user experience, creative, and development teams to coordinate efforts

Mindshare (GroupM)

Organic Search Director

New York City, NY

06/2011 to 10/2014

- Oversaw a team of 3-4 SEO managers as well as indirect reports
- Supported cross-channel lead gen efforts for Jaguar/Land Rover, Royal Caribbean, and Unilever
- Developed psychographic and persona-driven content strategies
- Integrated paid and earned media reporting to streamline learnings
- Led SEO on Jaguar's #GoodToBeBad Super Bowl campaign, named "Top SEO Performer" by RKG

Monica Rich Kosann

SEO & Web Design Consultant

New Canaan, CT (Freelance)

09/2011 to 07/2014

- Provided data-driven SEO and UX recommendations in conjunction with paid media leads
- Formulated and deployed landing page tests
- Optimized email newsletters for engagement to reach sales goals
- Developed reporting that integrated acquisition metrics, user behaviors, and purchase data

NBC News (formerly msnbc.com)

SEO/SEM Consultant & Digital Copywriter

New York City, NY (Freelance)

01/2012 to 12/2012

- Worked with editorial teams to develop content for user-facing landing pages as part of rebrand
- Crafted content for paid search messaging across all major television properties

Morpheus Media

Account Strategist, SEO & Emerging Technologies

New York City, NY

02/2010 to 06/2011

- Specialized in consulting media brands including ABC News, AETN, and The Economist
- Aligned SEO strategies with on-air content and program scheduling
- Analyzed user pathing to inform content and information architecture recommendations
- Worked closely with third party agencies to refine design mockups and wireframes

Flying Point Media

SEO Analyst/SEM Associate

New York City, NY

06/2009 to 02/2010

- Managed multiple SEO and SEM accounts and compiled performance reports
- Provided support for new business initiatives

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PROFESSIONAL SKILLSET

Proficiency in:

- Google Analytics (Certified Individual)
- Google Search Console
- Google AdWords
- Adobe Analytics (née Omniture, SiteCatalyst)
- BrightEdge
- Microsoft Excel
- Adobe Illustrator
- Adobe Photoshop
- Microsoft PowerPoint
- iWork Keynote
- HTML
- CSS

Working knowledge of:

- Adobe InDesign
- PHP
- Google AdWords
- SPSS
- SAS

EDUCATION: 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
- Freshmen Resource Advisor