

KENNY CHUNG

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Data-driven inbound marketer with a proven track record in crafting digital content experiences for Fortune 500 and 1000 brands. Over 10 years of search marketing on the agency side, and four years of direct engagements with top-tier media and luxury brands. Highly proficient in technical SEO, web analytics/data science, and UX.

DIGITAL MARKETING EXPERIENCE

HUGE

Director, SEO

Brooklyn, NY

10/2016 to 07/2019

- Lead the technical SEO practice, including managing the overall SEO product offering.
- Act as the primary point of integration with development and engineering departments.
- Oversaw SEO strategies for the Verizon account (across five lines of business).
- Crafted customized SEO solutions for: content prioritization, Amazon SEO, internal search, traffic forecasts, and user intent mapping.

DigitasLBi

Manager, SEO

New York City, NY

10/2014 to 10/2016

- Served as the main client lead for Pitney Bowes and American Express SEO business.
- Aligned content strategies with audience research at an enterprise level to drive lead generation.
- Crafted inbound marketing strategies for each touchpoint of the consumer decision journey.
- Liaised 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 across multiple disciplines.
- 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.

Morpheus Media

Account Strategist, SEO & Emerging Technologies

New York City, NY

02/2010 to 06/2011

- Specialized in consulting luxury brands (including LVMH) and media outlets (including ABC News, AETN, and The Economist).
- Led the User Experience practice; informed design, content, and information architecture choices based on pathing analyses and search data.

OTHER EXPERIENCE

- **Fairfield University** (2015) • SEO & Content Strategy Consultant (freelance)
- **Monica Rich Kosann** (2011 - 2014) • SEO & Web Design Consultant (freelance)
- **HONOR NYC** (2013) • SEO & Web Design Consultant (freelance)
- **NBC News** (2012) • SEO/SEM Consultant & Digital Copywriter (freelance)
- **Flying Point Media** (2009 - 2010) • SEO Analyst/SEM Associate

EDUCATION

Boston University

- BS Communication/Advertising (College of Communication)
- BA Psychology (College of Arts & Science)