

Karen Chan

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EDUCATION

Wilfrid Laurier University

Specialization in Marketing, Bachelor of Business Administration

- Dean's Honor Roll Distinction

- **Awards:** Beverly Harris Award, Dr R Smith Award, Marc and Joan Kilgour Study Abroad Award

Ewha Woman's University

International Exchange Program, Winter 2022

Waterloo, Ontario

Sept 2018 – Apr 2022

Seoul, South Korea

Jan 2022 – Jun 2022

WORK & LEADERSHIP EXPERIENCE

Dentsu

Sr. Buyer, Platforms & E-Commerce

Toronto, Ontario

August 2024 – Present

- Managed cross-channel e-commerce paid media campaigns for the Ascensia Diabetes US client – driving a +20% increase in direct-to-consumer campaign traffic and overall ROI.
- Delivered actionable insights and strategic recommendations to enhance campaign performance and optimizations on a continuous basis to achieve overall business objectives and goals.
- Collaborated with external digital advertising agencies to execute high-performing programmatic and social media strategies (Display, Audio, DOOH).
- Oversaw budgets totalling \$200M+, ensuring accurate pacing, optimization, and alignment with target budget requirements.
- Presented monthly performance reports across all paid media channels, identifying trends, opportunities and recommendations direct to client.

Foes Inc.

Freelance Graphic Designer

Toronto, Ontario

August 2024 – Present

- Partnered with diverse clients, including Grand & Toy, to design compelling email marketing graphics and create versatile social media content templates using Figma, Adobe Creative Suite (Illustrator, Photoshop) platforms.
- Collaborated closely with the Growth Marketing Manager to strategize and execute impactful email marketing campaigns, ensuring cohesive messaging and measurable results.

KINESSO

Campaign Manager, Paid Search Marketing

Toronto, Ontario

Dec 2023 – August 2024

- Managed a diverse B2B and B2C client portfolio including brands such as Honda/Acura, PwC, Global X ETFs, King's College University & TVO
- Actively managed daily pacing, optimizing account budgets to meet target spend requirements through Excel reporting with budgets totalling \$200M+.
- Directed the successful launch of over 30+ paid search advertising campaigns on Google Ads Editor, from planning, execution, to post-evaluation reporting, consistently surpassing client goals and annual benchmarks.
- Prepared comprehensive monthly reports and dashboards, leveraging data insights to analyze campaign performance and drive strategic decision making, ensuring the attainment of KPI objectives - improving YoY CTR by +20%.
- A/B tested various campaign tactics and strategies such as campaign creative and ad copy, creative placements and targeting to maximize campaign optimization.

Publicis Groupe

Performance Marketing Coordinator

Toronto, Ontario

Jul 2022 – December 2023

- Collaborated with a diverse client portfolio including HP Inc., Mattel, Dairy Farmers Ontario, Lactalis, Parmalat, and Ancestry DNA, engaging in a front office, client facing role as the main point of contact for major client touchpoints.
- Prepared and conducted regular client presentations for monthly and quarterly search recaps, forming insights and recommendations through Excel, Google Looker Studio, and Google Ads for reporting and insight generation.
- Managed day-to-day budgeting and accounting for client ad spend contracts worth over \$1M+.
- Created account estimates, budget campaigns, and managed invoice reconciliation through Microsoft Excel data analysis.

SKILLS & INTERESTS

Technical Skills: Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), Figma, Data Analytics (Google Analytics, Tableau), Paid Search Marketing (Google Ads, SA360, Bing Ads), Social Media Marketing (Meta Ads), Programmatic Advertising (Display, DOOH, Audio), Microsoft Office (PowerPoint, Excel, Word),