

Olivia Kung

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Education

New York University (NYU)

M.P.S. in Interactive Telecommunications (ITP)

Carnegie Mellon University (CMU)

B.S. in Physics/Astrophysics Track, Physical Computing Minor

Experience

Senior Marketing Analyst at deodato.co

January 2023 - Present

- Drive growth and sales across multiple paid channels (Meta (FB/IG), Google, Bing, TikTok, etc.) for Proclaim Health, Getaway House, Give Legacy, Ka'Chava, and Fora Travel
- Collaborate with senior leadership to strategize, manage, and execute seven-figure, paid media budgets in order to maximize growth efficiently
- Develop and own daily, weekly, and monthly performance dashboards and presentations that evaluate key performance indicators (KPIs)
- Present and communicate reports, key findings, and potential opportunities based on data-driven analysis to clients, stakeholders, and board members
- Research, source, and manage creative marketing assets for paid campaigns by briefing in creatives and copy that drive efficient campaign performance and increased return on investment (ROIs)
- Lead tests that improve digital conversion rates through A/B and multivariate testing across creatives, landing pages and copy
- Conducted analysis and QA tests on site experiences and full funnel journeys to maximize conversion and improve performance

Founder & CEO at scratchies.pet

July 2021 - Present

- Own the day-to-day performance including promotions, new product launches, design updates, building new features/content, and customer service
- Prioritize implementing strategies and projects to maximize business performance and accelerate sales growth
- Monitor product category performance to identify areas with opportunity for growth
- Plan and secure inventory from international vendors to support monthly revenue targets
- Lead all design assets including guidelines, logo, photography, marketing, packaging, etc
- Buy and monitor performance for all digital ads (i.e. Meta (FB/IG), Snapchat, Pinterest, TikTok, Google)

Ecommerce Marketing Assistant Manager at Clinique

July 2022 - December 2022

- Drive global sales growth across skincare, makeup, and fragrance categories on clinique.com and retailer sites by developing and sharing best practice and global playbooks to regions and affiliates
- Create robust online activation guides and launch kits for new product launches and commercial innovations
- Partner closely with global product marketing and consumer marketing teams to translate product concepts into meaningful consumer-centric campaigns
- Focus on hero business acceleration by briefing in best-in-class assets and optimizing future product launches by incorporating regional insights and feedback into the campaign planning process
- Create, maintain and manager documents that are referenced across multiple channels that pertain to campaign planning, timelines, and asset tracking

Skills

Digital

- Adobe Creative Suite
- Arduino
- cocoaNec Antenna Modeling Software
- EAGLE PCB Design
- FEKO Electromagnetic Simulation Software
- Figma
- Google Workspace
- HFSS
- Python
- Microsoft Office

Ecommerce/Marketing

- Asana
- Google Analytics
- Hubspot
- InVision
- Klaviyo
- monday.com
- Notion
- Octane.ai
- Pagefly
- Paid Social & Search
- Postscript
- Privy
- Rebuy
- SEMRush
- Shogun
- Shopify/Shopify Plus
- Squarespace
- Webflow
- Wrike

Physical

- Fabrication Skills
 - 3D Printing
 - Laser, Plasma & Die Cutting
 - Mold Making & Casting
 - Soldering
 - Vacuum Forming
 - Welding
- PCB Assembly
- Physical Computing