

Karen Chan

647-300-9099 | karenkikichan@gmail.com | [linkedin.com/in/karenkikichan](https://www.linkedin.com/in/karenkikichan) | karenchn.com

EDUCATION

Wilfrid Laurier University

Specialization in Marketing, Bachelor of Business Administration

Waterloo, Ontario

Sept 2018 – Apr 2022

- 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

Seoul, South Korea

Jan 2022 – Jun 2022

WORK & LEADERSHIP EXPERIENCE

KINESSO

Paid Search Specialist

Toronto, Ontario

Dec 2022 – Present

- Managed a diverse B2B and B2C client portfolio including brands such as BMW Mini, PwC, Global X ETFs, Honda/Acura, King's College University & TVO.
- 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.
- Provided forecasts and tailored budget recommendations on a quarterly basis to optimize account management and achieve client goals.
- 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%.
- Led comprehensive training sessions for new coordinators on SEM campaign management and optimizations as well as walkthroughs on key platforms such as Google Ads, SA360 and Google Ads Editor.
- Proactively managed daily pacing, optimizing account budgets to meet target spend requirements through Excel reporting.

Publicis Groupe

Paid Media 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.
- Structured countless Google Ad campaigns from inception to strategic planning, to performance evaluation.
- Refined and optimized campaign keywords, ad copy, and extensions through creative and analytical decision making.

No Fixed Address

Jr. Marketing & Design Intern

Toronto, Ontario

Dec 2021 – Feb 2022

- Prepared and conducted regular client presentations for monthly and quarterly search recaps, forming insights and coordinated with key agency clients, such as Biion Shoes, Alpha Foods, and Basic Maintenance to develop high impact branding and campaigns through web design, social media creative and email marketing.
- Broadened creative skillset by spearheading a product packaging project, demonstrating adaptability and continuous learning to design over 20 initial product mockups and finalizing the packaging to be used for direct-to-consumer sale.

Communitech

Digital Marketing Coordinator

Toronto, Ontario

May 2021 – July 2021

- Crafted strategic social media and content plans, enabling clients to optimize their online marketing initiatives for Facebook & Instagram.
- Prepared dynamic workshops for local SMBs, providing guidance on the effective use of social media and showcasing adaptability and flexibility to cater to the distinct requirements of each unique client.

SKILLS & INTERESTS

Technical Skills: Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), Data Analytics (Tableau), Digital Marketing (Google Ads, SA360, Google Analytics, Bing Ads, Meta Ads, Smartly), Microsoft Office (PowerPoint, Excel, Word), Web Design (Figma, Unbounce), Social (Meta Ads, HootSuite), Project Management (Asana)