

KENNETH YEUNG

ken@thelettertwo.com

OBJECTIVE

In search of a social media marketing position where I can leverage my knowledge and experience in web technologies, social media & project management to help develop effective campaigns and web projects that possess that "WOW" factor & increases business for a company.

WORK EXPERIENCE

Interactive Producer – Kane & Finkel Healthcare Communications (San Francisco, CA) Aug 2010 - Present

- Successfully planned & produced video presentations for use in booth displays internationally ranging from small displays to 4x8 42" monitor setups for multiple clients while also retaining animation and voice-over talent
- Orchestrated production of multiple Mechanism of Action animations in both 2D and 3D
- Produced the creation of a Facebook page for Accera pharmaceuticals, including handling white-listing of comments
- Oversaw production of eDetail application that functions on tablet PCs used by client's sales team. Directed associated videos & worked with talent and production company to complete final product
- Discovered potential security flaw in website content management and informed client about it which led to update to administration system
- Diligently worked to help enhance email marketing program by revamping how text-only emails were being formatted & delivered while working and troubleshooting with Epsilon and bringing the emails up to best practice standards

Contractor – JESS3 (Washington, DC)

June 2010 - Present

- Developed content strategy for the creation of "[The State of Cloud Computing](#)" for Salesforce.com by conducting research and gathering data, copywriting and helping to oversee the video's overall execution – resulting video has generated over 80,000 views on YouTube with promotion through Twitter, Facebook & other social networks
- Engineered the creation of a new instructional video for Agilent Research called "[The Evolution of Waveform Generators](#)" by interviewing clients & conducting independent research while developing a script for animators to use as a resource

Social Media Strategist – Stage Two Consulting (San Francisco, CA)

Oct 2009 - Apr 2010

- Oversaw the development of a "People's Choice" Program for Ardica designed to get the public's input on their favorite product design. Successfully received 800 votes from the public within a two week window and had media from *Technologizer*, *Techie Diva*, *VentureBeat* and *Gear Live* attend the awards ceremony
- Assisted in the Sonos influencer review program by securing the participation of music enthusiasts, including MC Hammer
- Spearheaded a guerilla marketing campaign at the 2010 Consumer Electronics Show for a client – successfully secured media interviews with *VentureBeat*, *BNet.tv*, *CrunchGear* and *TechZulu*. Also persuaded Leo Laporte from *TWIT.TV* to interview another client during Showstoppers event

Senior Interactive Producer – DraftFCB (San Francisco, CA)

Jan 2009 – Mar 2009

- Successfully managed website enhancement project for Pacific Gas & Electric (PG&E) by gathering requirements and talent to accomplish project within a six week window
- Responsible for drawing up estimate, project plan, assembling assets, troubleshooting & ensuring proper metrics were tracked. Worked with vendors to manage data flow and localization of content to the client's expectation
- In addition, oversaw the creation of email assets and website assets for Homewood Suites and worked to continue the process of making sure they adhered to best practices
- Worked with an information architect and other team members to flush out requirements and put together estimates, work plans, and user experiences to propose to clients for microsite redesigns

Project Manager – iStrategyLabs (Washington, DC)

Sept 2008 – Dec 2008

- Produced a social widget combining use of Twitter, Flickr, and Upcoming.org on behalf of Washington.org utilizing the Clearspring platform. Result was over 20,000 views & 7,000 unique visits since launch in September 2008
- Supervised microsite development promoting the Lincoln Bicentennial in Washington, DC leveraging WordPress as an administrative tool while importing events from Upcoming.org. Site received over 7,000 unique visits per month

KENNETH YEUNG

ken@thelettertwo.com

eMarketing Manager – Destination DC (Washington, DC)

Dec 2006 – Sept 2008

- Executed web marketing campaigns to drive traffic to Washington.org: 5.9 million unique visits to the site in fiscal year 2007 and 7.5 million unique visits in fiscal year 2008 – a 10% and 6% increase from estimated goals
- Coordinated online re-branding efforts to aggregate on ShareYourDC.com – featured on ABC's *Nightline*, the *New York Times*, and the *Washington Post* with intention to solicit input from local DC residents
- Created a Facebook page which in less than a year, resulted in over 10,000 fans, and highlights various citywide events & showcases various promotions
- Conducted \$300,000 website redesign of Washington.org - including creation of the Request for Proposal, selecting vendor, organizing the discovery process, overseeing all creative and technical items, and managing the project from start to finish

Project Manager – StarrTech Interactive (Honolulu, HI)

Sept 2003 – May 2006

- Responsible for ensuring completion of website development project, including discovery phase, project documentation, customer training, and close-out processes with budgets between \$5,000 - \$400,000
- Spearheaded email marketing campaigns for client projects and became agency expert on process
- Reinvigorated a stalled project and completed the development, training, and documentation within two months to the client's satisfaction
- Executed keyword research for search engine advertising by researching CPMs on Google AdWords and writing ad copy for placement on Google's search engine
- Initiated and fostered partner relationships with different vendors, including, but not limited to, Travelocity, Yahoo, ValueClick, and TravelClick

SKILLS & TECHNICAL PROFICIENCIES

Platforms:	Windows 95/98/2000/XP/7, Mac OS
Office Software:	Microsoft Office, Google Docs, Open Office
Programming:	HTML, Cascading Style Sheets (CSS)
Web Publishing:	Dreamweaver, FrontPage, Flash, Drupal, Ektron & Joomla Content Management Systems
Digital Imaging:	Photoshop
Online Advertising:	Google AdWords, Yahoo! Search Marketing, MediaPlex
Email Marketing:	Blue Sky Factory, Vertical Response, Constant Contact, ExactTarget, Informz
Web Analytics:	Google Analytics, LiveStats XP, WebTrends
Blogging:	Blogger, WordPress, LiveJournal, Xanga, Twitter, FriendFeed, Posterous, Tumblr
Social Media Tools:	Facebook, MySpace, Friendster, Ning, YouTube, Seesmic, Foursquare
Collaboration Tools:	Google Wave, Basecamp, ProofHQ, Workamajig

EDUCATION

Bachelor of Business Administration in Marketing

University of Hawai'i at Manoa

Graduation: December 2003