

Shih-Lun Jason Chen

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SUMMARY OF QUALIFICATIONS

- 11+ years of marketing communications experience with leading B2C brands; expertise includes brand marketing, media planning, creative development, and budget management.
- Strong integrated marketing acumen and extensive experience with a diverse range of media such as traditional mass, digital, social, influencer, XM, retail, PR, sponsorship, direct, and content marketing.
- Innovative intrapreneur who challenges the status quo and explore new ways to engage customers.
- Excellent team leader with a keen ability to build synergetic relationships and manage agencies, internal cross-functional teams, and brand partners.
- Exceptional knowledge of digital marketing best practices – including social media, programmatic, display, video, website UX, SEM/SEO, CMS, CRM, targeted email, and digital analytics.

PROFESSIONAL EXPERIENCE

Marketing Manager

Royal Conservatory of Music | November 2019 – Present

- Lead the Royal Conservatory of Music brand strategy and digital transformation of the RCM Certification Program; drive brand awareness and penetration in the North American market.
 - Highlight: 2020 Back to School campaign achieved +20% YoY conversion with -12% budget.
- Oversee campaign creative development and media planning; lead and direct internal and external agency partners to execute all deliverables on time and on budget.
- Design and optimize digital strategies and execution, including branded content, digital acquisition, programmatic, native, website UX/SEO design, and multivariate testing.
- Act as the RCM brand steward; manage brand assets, create marketing positioning, supervise creative review, and ensure brand guidelines are adhered to across all consumer touch points.
- Build and implement CRM strategy and execution; lead the development of email automation, audience segmentation, lead nurturing, and trigger campaign deployment.
- Conduct consumer research, track brand health, identify key industry trends, and transform consumer insights into actionable marketing campaigns.
- Supervise and mentor a team of junior marketing coordinators; provide day-to-day guidance, enhance professional development, and challenge them to exceed expectations.

Marketing Manager, Home Equity Finance

RBC | October 2018 – September 2019

- Champion the RBC Home Equity Finance marketing strategy and implement omni-channel marketing communications campaigns from ideation to execution; build brand awareness, increase consideration, and drive qualified leads to sales channels.
 - Highlight: Planned and launched the most successful Spring Mortgage campaign in HEF history. Campaign drove +35% YoY leads and the highest-ever digital tool leads in April; exceeded record-breaking \$5B in funded balances in consecutive months from May to August.
- Lead best-in-class RBC Home content strategy and curation of the Discover and Learn editorial calendar; craft compelling stories to nurture prospective leads and build early-life cycle engagement.
 - Highlight: unique views increased 10% YoY; engagement rate is +22% vs. industry benchmark.
- Plan and manage HEF's always-on social media strategy and execution; conduct creative and messaging test with different audiences to fine-tune and optimize media spend.
- Develop and execute full-funnel customer journey mapping to improve customer experience and retention; plan messaging hierarchy, develop positioning and content across online and offline consumer touchpoints – including retail merchandising, marketing collateral, IVR, and rbc.com.
- Manage an annual marketing budget of \$10M+ by forecasting and re-allocating campaign budget, negotiating vendor rates, and reconciling spend to ensure campaigns are financially viable.

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Sr. Marketing Specialist

Samsung Electronics Canada | February 2017 – September 2018

- Plan and implement marketing communications and earned media campaigns for Samsung's flagship products; drive brand and market share growth in a cost effective manner.
 - Highlight: Samsung S8/S8+ campaign drove 478M+ PR impressions (+183% YoY); paid social delivered 110M+ impressions with +10% engagement rate; email drove +41% open rate.
- Drive marketing innovation by seeking disruptive solutions, researching industry trends and best practices, and making recommendations to instill innovation within the planning process.
- Manage retail marketing strategies for Samsung stores and 3rd party dealers; develop and execute retail elements such as POP, fixtures, displays, promotional collateral, and visual merchandising.
- Curate and manage brand activations, trade shows, and events from end-to-end; lead brand ambassadors and sales teams, create interactive customer experiences and shareable moments, develop marketing collateral, and manage resources and logistics with cross-functional teams.

Marketing Communications Specialist, Mass Advertising

Bell Canada | September 2015 – February 2017

- Strategize and execute advertising campaigns in collaboration with agencies and brand partners; manage end-to-end creative development to drive acquisition and strengthen brand preference.
 - Highlight: Star Wars Holiday campaign delivered 35K+ new activations over the Black Friday weekend alone and 115M+ impressions over campaign duration; culminated in the best-selling Q4 ever for Bell Mobility.
 - ♦ Recipient of the Bell Execution Excellence Award.
- Analyze campaign KPIs to monitor results and improve efficiency; evaluate and recommend marketing plans based on insights and post-mortem analysis.

Sr. Marketing Specialist, WIRELESSWAVE

Glentel Inc. | March 2014 – February 2015

Sr. Marketing Coordinator / Marketing Coordinator

Rogers Communications | January 2008 – September 2008; June 2010 – March 2014

EDUCATION

Post-graduate Diploma, Advertising Account Management

Centennial College | September 2011 – August 2012

B.B.A., Management – Marketing specialization

University of Toronto | September 2005 – June 2010