

John Zhen Fung

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WORK EXPERIENCE

Internet Brands

Los Angeles, CA

Programmatic Associate – AdXs, DSPs, and SSPs (Full-time)

August 2019 - Present

- Strategically monetized over 1B+ and 30M+ unique monthly impressions on a portfolio of verticals such as Auto, Home, and Travel entities. CarsDirect, ApartmentRatings, FodorsTravel, and 200+ publishing titles.
- Interfaced and onboarded both buy and sell-side vendors, utilizing new programmatic display, native, and video technologies with custom campaign executions and scaling advertising expansions.
- Optimized Direct(\$1.5M+) and Programmatic(\$1M+) monthly campaigns with unique advertising strategies requiring cross-functional internal work of tech, product, analyst, and sales teams.
- Managed a DMP, introduced new ad-tech, and increased advertising performance MoM to help Internet Brands realize true Programmatic intent, identity, and purchasing loyalty frameworks.

California Association of REALTORS®

Los Angeles, CA

Advertising Operations – Digital Ads Trafficking (Contract)

April 2019 – May 2019

- Built ad campaigns from OpenX on company's new GAM serving CAR.org and Zipform.
- Identified opportunities to implement Ad solutions in post click rate activities to increase reporting efficiencies for future sales.
- Drafted and performed A/B testing with Pardot of new ad content to gain insights for clients featured in weekly newsletters.

Coldwell Banker

San Francisco/Los Angeles, CA

Marketing Coordinator – Social Content and Presentations (Part-time)

January 2015 – January 2018

- Increased the team's business production by 10% in consecutive years achieving prestige title awards of Top 100 SF and Intl. Presidential Premier.
- Created, designed, and executed new marketing content for property listings that distributes into our channels of social, MLS, and emails to target different brackets of clients.
- Created and updated the Buyer and Seller PowerPoint presentations with new design concepts and market comps. for first time meetings with clients.

Comcast Inc.

San Francisco, CA

Client Sales Specialist – Lead Generations and Market Segmentation (Part-time)

January 2013 – December 2014

- Expanded the Business Class Division network into San Francisco, Chinatown area with service to an untouched demographics of clients.
- Sourced leads, developed pipelines, and bridged language barriers of interested business owners.
- Conducted cold calls, on-site visits, and scheduled meetings to further conversions.

TECHNICAL & LANGUAGE SKILLS

- Technical: Excel (Vlookup/Pivot tables), GAM, DMP, vBulletin, Pardot, MS/Adobe Suite, HTML, CSS, SQL, Chrome Dev Tools, CMS, Jira
- Certificates: Google Analytics, DoubleClick, DV360, Web Dev, SQL, TradeDesk
- Languages: English (Native US Citizen); Cantonese (Native); Mandarin (Conversational)
- Activities: Family House (UCSF) Volunteer, Gym, Coffee Shops, and Traveling.

EDUCATION

University of California Irvine, School of Social Sciences

Irvine, CA

Bachelor of Arts - Business Economics

May 2018

Relevant Coursework: Advanced Calculus; Statistic Frameworks; Applied Econometrics; Business Management