David Su Sung

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# Objective

I’m a Digital Marketer specializing in Facebook / Google Ads with over three years of experience currently looking for full-time opportunities to further my skills in the industry.

# Education

## COMPUTER SCIENCE B.A. | class of 2016 | UNIVERSITY OF CALIFORNIA, BERKELEY

* Major: Computer Science
* Minor: Cognitive Science
* Related coursework: Computer Programming, Machine Architecture, Problem Solving, Artificial Intelligence, Human Psychology, Perception, Deductive Logic

# Skills & Abilities

## analytical

* Managed multiple successful Facebook and Google AdWords campaigns with ROAS 3:1 and 300% ROI
* Experience with managing a team of designers, programmers, and marketing research interns
* Experience with scaling digital marketing campaigns: Social Media Marketing, E-Mail Marketing, Search Engine Optimization, and Pay Per Click Advertising primarily focused on optimizing CPA and ROI.

## tech-savvy

* Fluent in HTML/CSS/JavaScript. Worked as a Web Developer at Cal Alumni Association for 2 years.
* Thorough understanding of lead generation and conversion and the value of content marketing
* Google AdWords / Analytics Certified

# Experience

## digital marketing manager | uri global | MARCH 2017 – feb 2018

* Executed and optimized various digital marketing campaigns (Facebook, Google, Pinterest, LinkedIn, YouTube). Managed to scale client’s website traffic to over 500% new users.
* Managed digital marketing proposal decks and pitched potential clients our Facebook and Google marketing strategies (Clients: Samsung, Genesis, KGCUS, Hyundai, Navien)

## SEO EXECUTIVE | SAVANT CULTURE | FEB 2018 - PRESENT

* Oversee website development, social media marketing campaigns and Facebook and Google AdWords Campaign and optimized using Analytics and Google Search Console for clients
* Measured KPIs and set up marketing automation for e-mail marketing and lead generation and set-up retargeting campaigns and segmentation.
* Built brand’s online presence using various social media platforms to grow traffic and maximize revenue on multiple platforms.