DAVID SUNG

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# PROFESSIONAL EXPERIENCE

## senior digital ads manager | cro metrics | may 2022 – PRESENT

* Led performance marketing and growth initiatives, including paid media management for DoorDash, Allbirds, and HackerOne with a primary focus on B2B lead generation.
* Increased DoorDash’s biker overall sign-ups by 15% after implementing SEO-centered strategy across metropolitan cities in the US.
* Developed an SEO-centered strategy for DataStream Insurance’s new website launch, increasing their monthly MQLs by over 300%.
* Work with clients and the broader Cro Metrics team to implement digital advertising strategies and help set-up goals/KPIs while managing 10MM+ annual marketing budgets.

## digital marketing Director | sm entertainment | aug 2018 – MAY 2022

* Managed and led a team of marketers, designers, and developers to launch SM Global Shop for Western Market expansion and scaled their store to 10MM+ revenue in two years.
* Grew their E-mail/SMS marketing channels from $0 - $2MM revenue per year using Klaviyo
* Worked closely with the CEO and CMO on various high level performance marketing strategies and managed to improve overall traffic by 600% and cut CPA costs by over 400%.

## digital marketing manager | uri global | MAR 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 MANAGER | JOOMBAS MUSIC GROUP | JUN 2016 – MAR 2017**

* Executed and optimized various SEO/SEM campaigns primarily focused on keyword research, competitor analysis, and optimizing search ads across paid media.
* Achieved page 1 SERP for the label’s seed keywords generating over 250% visitors to the site monthly
* Helped optimize website with SEO/SEM for higher quality content which led to a 300% increase in overall traffic along with a 250% increase in average page views per visit.

**WEB DEVELOPER | CAL ALUMNI ASSOCIATION | DEC 2014 – MAY 2016**

* Managed Cal Alumni Association’s website focusing primarily on our international division to help showcase interviews, and personal stories across our website and Facebook pages.
* Grew their Facebook followers page by 1000% and increased website traffic by 250% by funnel hacking.

# EDUCATION

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

* Related Certificates: Google Data Analytics Certificate, Google Ads Search/Display Certification, Google Analytics Certified, Facebook Blueprint Course Graduate, Facebook Marketing Partner

# SKILLS & INTERESTS

Google Ads, Facebook/Instagram Ads, SEO/SEM Optimization, Tik-Tok, Pinterest Ads, YouTube Ads, Pinterest Ads, Twitter Ads, Microsoft Office (Word/Excel/PowerPoint), GTM/Google Analytics, Google Data Studio, BigQuery (SQL), Tableau