

# Casey Chun

## Work Experience

**Paid Media Designer / Later, B.C.**

May 2022 - Present

- ▶ Led a paid ad creative audit report and testing roadmap to identify improvement areas to boost conversions
- ▶ Resulted in more efficient cost-per-click & conversion in ads for lead gen, go-to-market & evergreen campaigns

**Marketing Designer / Circuit Stream, A.B.**

October 2021 - April 2022

- ▶ Led company's first promotional video content strategy to nurture leads through the sales funnel
- ▶ Art direction for course launches (email, paid ads, landing page)
  - ▷ Acquired 300+ leads per month for each university
- ▶ Designed online workshop paid ads that generated 2000+ registrants (top performing webinar contributed \$26k in revenue)
- ▶ Led organic social media content strategy and creatives
  - ▷ Grew interactions & impressions across social channels by 82%
  - ▷ Contributed to 20% new qualified leads in 2 months

**Marketing Designer / meowbox, B.C.**

October 2021 - Present

- ▶ Led brand direction for all external facing assets
- ▶ Art direction for monthly campaigns (paid ads, emails and social)
- ▶ New branding identity and marketing collateral for Canada's largest cat festival - meowfest (rebranded website, social, emails, packages and other event assets)
- ▶ Web design and back-end maintenance of eCommerce site

**Brand Marketing Designer / Organika Health, B.C.**

January 2020 - October 2021

- ▶ Rebranded product labels for over 50+ SKUs
- ▶ Art direction for international marketing campaigns (oversaw most successful eComm product launch to date)
- ▶ Digital design (paid ads, email and web design)
  - ▷ Attained a consistent 9.5% email click-through rate compared to 2% industry standard
  - ▷ Acquired 1300+ subscribers in less than one month
- ▶ Social media design (motion graphics, video editing, UGC)
  - ▷ Top posts reaching 16k+ impressions & engagement
  - ▷ Contributed to a 10k+ organic follower increase

**Marketing Designer / Milo Enterprises, B.C.**

February 2018 - September 2019

- ▶ eCommerce listing image design (maintained 5% conversion rate)

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## Education

**University of British Columbia**

B.A. in Human Geography & Minor in Urban Studies (Class 1 Graduate)

## Skills

**Design**

- ▶ Branding assets (identity, style guide)
- ▶ Multimedia marketing collateral (digital, social, video, print)
- ▶ Architecture and 3D modelling
- ▶ Web design (user-flow, UX research, wireframing, prototyping, HTML)

**Software**



Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premier Pro, After Effects), Figma, Final Cut Pro, Shopify, Klaviyo, MailChimp, Unbounce, Hubspot, Later, Google Analytics, Zapier, WordPress, Asana, ClickUp, Notion, Microsoft Office (Word, Excel, Powerpoint) & more.

**Marketing**

Conversion rate and SEO optimization, direct-response copywriting, digital marketing, website audit, A/B Testing

## Achievements

**Digital Marketing Bootcamp**

Completed an 8 week intensive course in Digital Marketing Strategy

**User Interface Design Specialization**

Completed from the University of Minnesota with a 96%+ average

**Direct-Response Copywriting**

Certified specialist from Digital Marketer

## Activities

**Design Volunteer / Loved at Last Dog Rescue (LALDR), B.C.**

**VP Creative Director / Vancouver Housing Market Club (VHMC), B.C.**