

# JESSICA KUK

CREATIVE STRATEGIST

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## 👤 ABOUT ME

I am a creative marketer specializing in strategy, digital campaigns and all things visual. I'm also a craft supply hoarder and there is nothing I love more than white space, tea, and forging meaningful relationships. I wish to cultivate my creative growth, which is why I am currently looking for opportunities of all shapes and sizes.

## ⚙️ SOFTWARE

Google Analytics	●●●●●●●●
Hootsuite	●●●●●●○
Salesforce	●●●●○
SPSS	●●●●○
Adobe Suite	●●●●●●●●
HTML 5/ CSS 3	●●●●●○

## ★ SKILLS

Data Analytics  
Marketing Strategy  
Market Research  
Visual Design  
Cross-team Collaboration  
Interpersonal Communication

## 📁 EMPLOYMENT

MAY 2017 - PRESENT

### Marketing Coordinator - FRASER INSTITUTE, VANCOUVER

- Effectively utilize ad-server functionality, generate ad tags, perform A/B testing, and implement behavioral targeting to deliver high-impact digital campaigns that are optimized to meet business objectives (result: increase Facebook page likes by 109%)
- Prepare social media and web statistics by using Facebook Ads Manager and Google Analytics to understand key metrics and garner necessary insights to make effective decisions
- Provide project management oversight to a team of 5 designers to ensure the timely launch of infographics and studies

MARCH 2016 - PRESENT

### Graphic Designer - BURNABY ASSOCIATION FOR COMMUNITY INCLUSION, VANCOUVER

- Design brand collaterals and templates (manuals, posters, brochures, print & digital ads) that streamline and structure information in a way that makes it more accessible and engaging for the audience
- Meet with clients to understand their design vision, scopes of work, and deliverable time lines and ideate concepts that match their needs
- Expertise in presenting designs and explaining design rationale to clients and then incorporating feedback into further iterations

APR 2016 - JULY 2016

### Research Assistant - SIMON FRASER UNIVERSITY: INTERACTIVE ARTS & TECHNOLOGY, VANCOUVER

- Provide design consultation and bring video requests to life from conceptualization to completion through story boarding, filming, post production work, and project coordination (Flex and Feel video was submitted to the CHI 2017 conference and featured on Fast Company, Discovery Channel and Bell Media)
- Collaborate with different Graduate students to facilitate usability studies and interviews, and help extract essential insights that users could not clearly articulate

SEPT 2015 - DEC 2015

### Campus Recruitment Trainee Assistant (CO-OP) - PRICEWATERHOUSECOOPERS, HONG KONG

- Offer insight from a Marketing and Design perspective and assist in project development and ongoing logistics enhancement for recruitment events like Campus Voice and Superday
- Keep track of candidate applications via the applicant tracking system (Brassring) and communicate the recruitment process with various stakeholders
- Efficiently assist the selection process, from managing work back schedules and program process maps, monitoring budgets, to analyzing complex data on Excel
- Design creative and engaging digital campaigns for new web components on Facebook and Weibo in consideration of brand guidelines and specific marketing objectives

JAN 2014 - SEPT 2014

### Design and Marketing Coordinator (CO-OP) - SIMON FRASER UNIVERSITY: INTERNATIONAL SERVICES FOR STUDENTS, VANCOUVER

- Develop detailed site maps and user interface wire frames and make high-level asset management decisions for the redesign of ISS's old website ([www.sfu.ca/students/isap.html](http://www.sfu.ca/students/isap.html)); this includes the migration and recreation of content from an old CMS to a new CMS

- Create visually appealing yet functional promotional designs, all of which encompass existing brand assets and are displayed around campus and globally at other universities
- Utilize social media marketing tools like Hootsuite to manage various Facebook and Twitter accounts and measure its effectiveness

## ♥ INITIATIVES

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JUNE 2017 - PRESENT

### BCAMA Member - *BC CHAPTER OF THE AMERICAN MARKETING ASSOCIATION, VANCOUVER*

- Actively connect with BC's marketing community, a network that is rich with people and ideas
- Attend different programming such as: Thought Leadership Series, Networking Socials and Vision Conference

JUNE 2015 - PRESENT

### National Advertising Benevolent Society Ambassador - *NABS, VANCOUVER*

- Help engage the wider workforce in BC's creative industry by raising awareness and fundraising through events like Summer BBQs, Yoga4NABS, and Speed Mentoring
- Contacted caterers, sound and lighting experts, transportation specialists and similar service providers to ensure services could be offered on specified dates

SEPT 2016 - JUNE 2017

### Sales and Production Volunteer - *SOS CHILDREN'S VILLAGE BC, VANCOUVER*

- Assist in creating a pleasant and hospitable work environment and foster good customer relationships
- Maximize customer interest and sales levels by displaying products appropriately, monitoring stock movement and considering markdowns and promotions

APRIL 2015

### Web Development and Design Consultant - *DOUGLAS COLLEGE, VANCOUVER*

- Provide consultation for the Launchpad Campus project, which envisions how Douglas could use technology to help students transition more effectively into their college life
- Highly recommended for this role by IAT 339 (Web Design and Development) professor, Andrew Hawryshkewich

## 🎓 EDUCATION & ACHIEVEMENTS

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SEPT 2010 - JUN 2016

### Simon Fraser University, Bachelor of Business Administration

- Business Administration and Interactive Arts & Technology Joint Major [Marketing & Design Concentration] - with Distinction
- **CGPA:** 3.89
- **Notable Courses:** Strategy (A+), Data and Decisions I (A+), Business to Business Marketing (A), New Product Development & Design (A), Ethical Issues in Marketing (A-), Information Design (A+), Design Evaluation (A), Market Research (B+)
- Co-operative Education Certificate
- Dean's Honor Roll, Undergraduate Open Scholarship, BC Secondary School Academic Excellence Entrance Scholarship

SEPT 2005 - JUN 2010

### Burnaby North Secondary School

- Passport To Education Scholarship, Yearbook Design Award & Scholarship, Major Service Award: JUN 2010