





KAREN CHIANG

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 New York, NY

WORK EXPERIENCES

MEYVYN LLC

New York, NY

Influencer Marketing & Brand Partnership Manager

05/2016-Present

- ❖ Brainstorm, create, and manage monthly influencer outreach list by client; Organization of influencers in database
- ❖ Coordination and tracking of inventory for each client for timely monthly mailings
- ❖ Monitoring and tracking of all influencer mentions
- ❖ Head all paid collaboration and influencer event activations
- ❖ Build authentic relationships with digital influencers and foster direct ongoing relationships
- ❖ Creating compelling partnership programs for current and prospective clients
- ❖ Consistent and timely ideation of potential brand partnerships for clients; Execution of brand partnerships pending approval
- ❖ Communicate directly with clients around Scope of Work tasks, budget development, timelines, process, and deliverables
- ❖ Strategize and plan activations that will drive the most exposure, engagement, and conversion
- ❖ Conceptualize additional activations to generate tons of digital influencer/consumer advocate love and brand buzz
- ❖ Stay on cutting-edge of digital/social trends across the social-sphere to report on trends, content and collaborations

DOLCE & GABBANA

New York, NY

Corporate Image / Events Associate

01/2014-05/2016

- ❖ Lead creative strategies and ideation for fashion, art, gala, and client relation events as well as beauty projects and store openings
- ❖ Develop contracts and negotiate budgets with external partners or vendors to reduce costs by more than 35%
- ❖ Launch and develop events for up to 600 guests while managing budgets ranging from \$6K - \$800K
- ❖ Manage 22 boutique directors to align with overall global corporate image strategy across 11 markets in North America
- ❖ Foster and maintain strong working relationships with key people responsible for execution, both internally and externally
- ❖ Work with visual and merchandising team to develop stronger merchandising opportunities for selling events
- ❖ Oversee marketing calendar, run of shows, and clear task lists. Communicate project issues and implement resolutions
- ❖ Coordinate partnership initiatives from start to finish including research, outreach, and comparative analysis
- ❖ Maintain internal tracking reports of all creative material and submit end of fiscal year project recaps to Milan HQ
- ❖ Execute and drive partnership campaigns with weekly partner calls, coordinating design elements, and developing media plans
- ❖ Curate and create Snapchat and Instagram content that pertains to the U.S. market
- ❖ Maintain strong knowledge on social media platforms. Pitch presentations to internal teams on social media trends, concepts, and trendsetters to drive development of brand awareness campaigns and partnership programs

LAFORCE + STEVENS

New York, NY

Digital Social Media Intern

06/2013-08/2013

- ❖ Identified breaking news and trending topics in music, lifestyle, tech, fashion, social media, and pop culture
- ❖ Maintained and revised all content calendar for social media posts (Instagram, Pinterest, Facebook, and Twitter)
- ❖ Published content through social media management tools such as Hootsuite and Buffer
- ❖ Utilized analytical tools such as Facebook Insights, Google Analytics, Group High, Radian6 and Cision
- ❖ Proposed relevant social influencers, tastemakers, and brand advocates for potential affiliate program collaborations
- ❖ Pulled weekly social media reports for clients' social media channels
- ❖ Regularly engaged with clients' brand community through facilitated sweepstakes, giveaways, and contest initiatives

SKILLS

DIGITAL SKILLS Iconosquare, Google Analytics and AdWords, Facebook Insights, GroupHigh, Hootsuite, Radian 6, Cision, Social Mention, Compete, Microsoft Office Suite, iMovie, Photoshop, Keynote, VSCO

SOCIAL MEDIA Instagram, Twitter, Facebook, Pinterest, Vine, Tumblr, Snapchat, Google+, LinkedIn

EDUCATION

PARSONS THE NEW SCHOOL FOR DESIGN Fashion Marketing (AAS)

SAN JOSE STATE UNIVERSITY B.S. Public Relations, Minor: Business