






Samuel David Chen

Senior Product Marketer and Media Director
Delivering results through storytelling

CONTACT

 samuel-chen@live.com

 (613)-979-2096

 /SupaSenpai/

EDUCATION

Carleton University

Bachelor of Arts Honours
Communications & Media Studies
with a Business Minor and
Marketing Concentration

Accreditation and Certifications

Over the last 10 years, worked with companies such as **Oracle, Intuit, Disney, General Electric, Subaru, CalTech, BDC, L'Oreal, and Lockheed Martin**, on their marketing and business development to improve their ability to be recognized on a global scale. Also, an active mentor for the Boys & Girls Club of Ottawa for their media education program

SKILLS SUMMARY

5+ years of experience in SaaS from start-up to scale up
6+ years B2B Software Marketing (R&D with print, digital, and media)
6+ years CMS and UXD experience
10+ years CRM skills, business and product development, client relations
11+ years expertise in Adobe Suite, Multimedia productions; forte video production
13+ years of experience in Microsoft Office Suite and Google Applications
10+ years of experience in social media advertising and mobile development (e.g., Facebook, Twitter, LinkedIn, Instagram, TikTok, etc.)
10+ years in local and global media relations and public relations
10+ years in team management and development (Entrepreneurs/Enterprises, Agile/Scrum)
10+ years of experience in sponsorship and donations for charity and events

The Fundamentals of Digital Marketing, Google Digital Garage
Google Analytics Individual Qualifications, Google Digital Academy (Skillshop)
Inbound Marketing Certified, HubSpot Academy
Digital Marketing, Google Digital Garage
Bing Ads Accredited Professional Stats, Microsoft
Creative Certification Exam, Google Digital Academy
Sponsored Ads Foundations Certification Canada, Amazon Advertising

CAREER OVERVIEW

RideShark, Head of Global Partnerships and Customer Experience Start May 2018- current

- Secured RFP contracts [\$10-100K] and partnerships with large organizations for Commuter Incentive Programs including North Carolina DOT (Department of Transportation), Iowa DOT, and companies such as NBC, Disney, Oracle, and Intuit
- Produced Marketing Campaigns for our Direct-to-Customer products such as GobyRide and RideShark (lite) through Press Releases, Social Media Advertisements, and Ambassador Programs throughout North America
- Conducted Product Research through A/B testing of product UI/UX including competitor analysis and product feature comparisons. Implemented results into Corporate Website and mobile modifications
- Analyzed Customer Experience and converted marketing research into customer lifecycle both for B2B and B2C conversion rates. [Majority of Research was translated into simplistic PowerPoint Presentations for Board Members]
- Directed and Produced Video Tutorials, Webinars, Digital Newsletters, and Social Media content for current clients and users on product accessibility. Re-evaluated marketing budget costs to save over \$10,000 from previous inefficient marketing campaigns from former employees
- Achieved highest success rate with over 70% of the demos conducted leading to follow up conversations in 3 months
- Established a collaborative and transparent work environment with software developers. Worked hand-to-hand with our UI, and Customer success departments on product messaging and product feedback

CommuityPOP.TV, Co-Founder | Director of Media Productions
April 2015 – April 2018

- Developed community-based emotional viral media specializing in video and company story-telling and at an affordable, competitive rate. Our product **saved clients over \$10,000** worth of production costs from traditional video companies
- Within 3 years, created a network of over **250+ business organizations in Ottawa** as both clients and business partners
- Notable clients include: **Subaru, General Electric, Startup Canada, L’Oreal, BDC, Lockheed Martin, and the Canadian Museum of Nature**
- Produced over 100+ Videos and over 250+ Media Projects using Adobe After Effects, Premiere Pro, Illustrator, Photoshop
- Used social media channels such as Instagram, LinkedIn, Snapchat, and Facebook for client outreach
- Maintained current client relations through HubSpot, Salesforce, and Mailchimp
- Tracked Key Performance Indicators from Social Media Data [PPC, Viewership, Retention, Financial (COGS, LOB Expenses), Customer (CLV, CAC), People (ETR, Employee Satisf.), etc.]
- YouTube Channel (www.youtube.com/CommunityPOP) reached over **200k views for over 100 brands**, with a viewership success rate of **30% from Advertisement, and 70% from Organic** (Note this is incredibly high with our channel hosting over 200 videos of different genres)
- Used **Scrum** to monitor efficiency on team performance
- Fostered a positive and inclusive work culture valuing mental health and well-being of both employees and clients.

Carleton University, Guest Lecturer
August 2014 – Feb 2019

Marketing, Entrepreneur, Leadership, Case Studies

Leapshot Labs, Director of Marketing Operations
April 2014 – April 2015

- Worked with 10+ Start-ups through our Incubator program from initial investment to public market growth
- Developed individual marketing campaigns and budgets for each start-up
- Worked with freelance programmers and designers to improve product functionality and market value.
- Consistently worked with Public Relation outlets including Television (CTV, CBC, CP24), print (Newspapers, flyers, banners), and digital (Blogs, Influencers, and social media advertising (Organic and PPC).

Metro Inc. , Marketing Analyst
April 2013 – Sept 2013

- Researched and created Competitor analysis on weekly produce flyers and marketing campaigns affecting our weekly consumer sales
- Managed Metro’s digital design team and our print supplier on flyer designs and pricing strategies
- Coordinated Metro’s Corporate events including sponsorships, and marketing campaigns (Give-aways, Product Samples, Creative Events [Pepsi, Maple Leaf Foods, Toronto Raptors] for individual General Managers

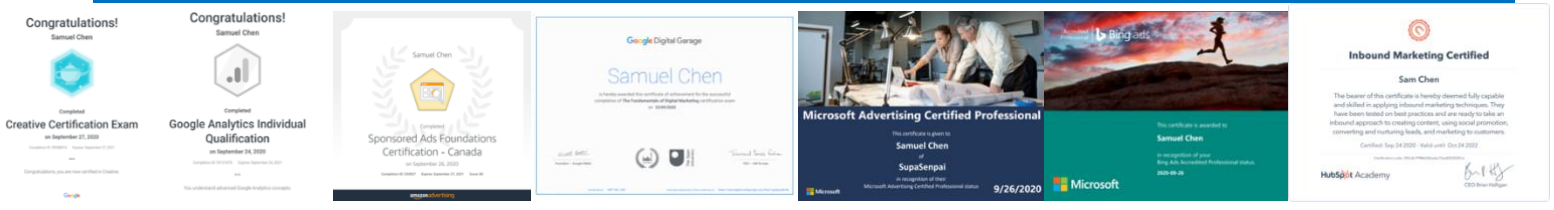
Tempest Media, Marketing Outreach
August 2011 – April 2012

- Collaborated with local Ottawa brands to adopt Video Marketing
- Planned, produced, and developed videos

Notable Client Partnerships developed



Accreditation and Certification



Passion Projects

Boys and Girls Club of Ottawa Jan 2020 – Present

- Educated Youth (5 – 15) on Media Productions (Video, Photography, and Digital Marketing)
- Worked with Clubhouse members side-by-side with Video Cameras, and DSLRs to encourage youth to consider Media and Marketing as a potential future career
- Produced Educational Seminars and Webinars for Volunteers, Staff and Donors to continue support for BGO

SupaSenpai (Youtube Partnership) Jan 2019 – Present

- Over 300K views on educational and entertainment videos
- Received over 20 Sponsorship requests per year on product demos, or product placements for Live Streams or Scheduled Video posts
- Review video performances and consult Discord viewers as Marketing Focus Groups for immediate feedback

Flower Boys and Girls (Boys and Girls Club of Canada) Jan 2014 – March 2019

- Raised over \$5,000 annually on sponsorship for campaign with over \$10,000 valued in sponsored products for outreach campaign
- Coordinated over 100 Volunteers, Influencers, and Sponsors in 5 Cities in Canada to give out over 10,000 roses on Valentine's day to encourage Canada's Boys and Girls Club awareness and youth engagement