

KAREN SAKAI

Creative Strategist & Storyteller // Branded Content & Partnerships Expert // Integrated Marketing

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WORK EXPERIENCE

Fandom

Senior Manager, Premium Solutions & Integrated Marketing
Los Angeles, CA | April 2024 - Present

- Led creative strategy and execution for **150+ branded content RFPs** across gaming, entertainment, and CPG, resulting in **\$3.5MM+** in closed revenue across **Fandom, GameSpot, TV Guide** and **Screen Junkies**.
- Developed and sold high-impact **social, digital, and experiential** campaigns with **Ubisoft, McDonald's, Hulu, FX, Prime Video, LEGO** and **Wendy's**. Highlights include a **custom-built Fortnite UEFN experience** for McDonald's.
- Collaborated cross-functionally and with **third-party vendors** to deliver programs from pitch to post-sale execution, including activations at the **Fandom Comic-Con Party**.
- Managed proposals with **\$500K+** budget levels, coordinating **influencers/talent** and overseeing production and distribution budgets while aligning with client KPIs and cross-platform goals.
- Translated **fan behavior insights** and **genre trends** into compelling, multi-platform pitch narratives to position Fandom as a fan-first partner.
- Used **Generative AI tools** and **Canva** to create **visual mocks** and **video assets** that brought campaign ideas to life.

Trusted Media Brands | Jukin Media

Associate Integrated Marketing Director / Integrated Marketing Manager
Los Angeles, CA | Jul 2019 - Jan 2024

- Generated **\$7.3MM+** in revenue, leading branded content partnerships across brands like **Taste of Home, FailArmy, Reader's Digest, People Are Awesome**, and **The Pet Collective**.
- Drove **\$1MM+** **social, digital** and **CTV** campaigns through collaboration across sales, licensing, research, and programming for clients including **Disney, Hulu, Netflix, Paramount, P&G, Hershey's, Coca-Cola**, and **General Mills**.
- Managed **200+** RFPs from ideation through post-sale, across **North America, EMEA**, and **APAC**. Oversaw pitch decks, budgets, and client communication.
- Increased inbound RFPs by **10% YoY** by creating **mocks, video specs**, and **sizzle reels** with Adobe Creative Cloud.
- Produced **20+ direct-to-consumer retail ads** and supported B2B campaigns for **66+ prospective licensing clients**.

Hearst

Integrated Marketing Associate / Sales & Marketing Planner / Coordinator / Assistant
Santa Monica, CA | Oct 2006 - Jul 2019

- Created RFP responses for **Elle, Esquire**, and **Cosmopolitan**, generating **\$6MM+** annually and exceeding campaign benchmarks by **20%**.
- Designed sales materials and served as lead copywriter for **Food Network Magazine, Good Housekeeping**, and **Marie Claire**, contributing **\$3.5MM+** in annual revenue and managing a team of interns.
- Played a key role in developing and executing **Food Network in Concert**, the network's first food/music festival, generating **\$5MM+** across multiple platforms.

G Group / Noise TV

Producer
Los Angeles, CA | Oct 2009 - Jul 2014

- Developed and pitched **60+ reality and docu-series** concepts, with **5 selected** for full development
- Oversaw development from concept to series for **10 shows**, including **sizzle reels** and **pitch decks**.
- Led a team of **8 producers**; served as head writer, researcher, and casting/location lead
- Acted as **on-set talent coordinator** for various pilots and series

EDUCATION

University of California, Los Angeles

Bachelor of Arts in Sociology (Mass Media Studies) / Minor in Political Science