

KAREN K. SAKAI

MARKETING / CREATIVE

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EXPERIENCE

2006 - Present

Digital & Integrated Sales and Marketing Associate

HEARST / Los Angeles, CA

- Collaborate with Hearst's 31 digital and print magazine brands (*inc. Elle, Esquire, Cosmopolitan*) to create integrated ad campaigns, bringing in **\$6MM+** revenue annually across the entertainment, automotive, food and pharma categories
- Creative force behind marketing solutions of high-impact media, co-branded content, viral social posts and events, outperforming campaign benchmarks on average of **20%**

Sales Planner / Marketing Coordinator

- Marketing & art design creator of sales materials and in-book promotional copy at *Food Network Magazine* and *Good Housekeeping* bringing in over **\$3.5MM+** revenue annually
- Developed and executed *Food Network in Concert*, a food/music festival that brought in over **\$1MM** revenue

Sales Assistant

- Completed RFPs, managed team of interns, organized agency events, and assisted *Marie Claire* director to bring in over **\$2MM+** revenue

2015 - 2017

Director of Public Information

MA, Inc. / Los Angeles, CA

- Created PSA media campaign and plan and negotiated rates across print, digital and audio streaming platforms and granted **\$10K** for media efforts
- Awarded **\$120K** Google Ad Grant and created and managed Google AdWords campaigns with an average **4% CTR**
- Los Angeles District Chair (2017-Present) presiding over a board of **17 members**

2009 - 2014

Development Producer / Writer

G Group / Los Angeles, CA

- Created **60+** original unscripted shows, **five** selected for full series development
- Developed **10 shows** from initial concept to complete series with sizzle reels and pitched to TV networks
- Head writer, head of research/casting/location scouting and on-set talent wrangler

2003 - Present

Freelance Writer

Various Publications / Los Angeles, CA

- Editorial contributor for publications like *Good/Upworthy.com*, *LoveBScott.com*, *Asia Pacific Arts Magazine* covering lifestyle, food, entertainment and travel topics
- Ghostwriter / Public Relations Manager for Make Me Over Products and 2nd Edition of *You Can Be Sexy At Any Size*, an international bestselling novel

EDUCATION

Sociology / Political Science

University of California - Los Angeles / UCLA

Bachelor's degree with an emphasis on TV/Mass Media Communications, Media Advertising & Marketing, Gender Studies and Sociology of Pop Culture.

SKILLS & EXPERTISE

- Creative
- Marketing
- Writing
- Autodidact
- Team Player
- Solutions Driven
- Keynote
- MS Office
- Photoshop
- Google Docs
- Google AdWords
- Google Analytics
- Salesforce
- Media Radar
- SEO Writing

INTERESTS

Creating Memes & Gifs / Stand-up Comedy / True Crime / Animal Rescues