

Karen K. Sakai

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WORK EXPERIENCE

Trusted Media Brands | Jukin Media

Los Angeles, CA

Associate Marketing Director

Jul 2019 - Dec 2023

- Generated **\$7.3M+** in revenue through innovative integrated marketing partnerships with renowned brands like **FailArmy, Taste of Home, People Are Awesome, and The Pet Collective**, showcasing my ability to use creativity to ideate and lead impactful collaborations distributed across social, digital and streaming TV.
- Led the execution of **\$1M+** campaigns for industry giants such as **Coca-Cola, P&G, General Mills, ABC, Disney, Fox Hulu, Netflix, and Paramount**, collaborating seamlessly with cross-functional teams across global regions to ensure successful campaign delivery during the pre-sales, budget planning, post-sales and production stages.
- Managed **over 200** inbound Requests for Proposals (RFPs) annually, from ideation and crafting compelling pitch decks to meticulous budget management to post-sales client relations, showcasing adeptness in end-to-end project management.
- Maximized TMB brand awareness by employing captivating visual storytelling techniques like creating visual mocks, video specs, and sizzle reel deliverables, resulting in a notable **10% increase** in inbound proposals year over year.
- Directed **20+** direct-to-consumer retail ads, driving substantial merchandise sales and crafting engaging B2B campaign materials for **over 66** potential licensing clients, leveraging a vast 70K+ UGC Library.
- Implemented robust performance measurement strategies and used my knowledge of media, social platforms, and screens to offer actionable insights to drive creative content strategies and enhance campaign effectiveness.

Hearst

Santa Monica, CA

Marketing Associate

Oct 2006 - Jul 2019

- Led creative efforts in responding to digital/print/social RFPs for the Hearst portfolio, like **Elle, Esquire** & **Cosmopolitan**, consistently outperforming campaign benchmarks by an **average of 20%** and generating **\$6M+** in annual revenue.
- Designed sales materials and served as the lead copywriter for branding and promotional print content at **Food Network Magazine, Good Housekeeping, and Marie Claire**, driving **\$3.5M+** in annual revenue and managing a team of **5 interns**.
- Served as a vital team member in developing and executing Food Network in Concert, the network's first food and music festival, resulting in **\$5M+** in revenue across multiple platforms.

G Group | Noise TV

Los Angeles, CA

Producer

Jan 2009 - Jan 2014

- Generated **over 60** innovative concepts and storylines for a diverse range of reality television shows and documentaries, demonstrating a deep understanding of the entertainment industry, with **five selected** for full development.
- Developed **ten shows** from initial concept to complete series, including creating sizzle reels for pitching to TV Networks.
- Led a team of **8 producers** while serving as head writer, head of research, casting/ location scout, and oversaw productions as the on-set talent wrangler.

EDUCATION

University of California, Los Angeles (UCLA)

Los Angeles, CA

Bachelor of Arts (BA) in Sociology

SKILLS

Creative Strategy, Visual Storytelling, Integrated/Partnership Marketing, Branded Content, Brand Development, Strategic Collaboration, Influencer Marketing, Campaign Management, Budgeting and Forecasting, Market Research and Analysis, Project Management, Content Development, Client Relationship Management