

KAREN K. SAKAI

KKSakai@gmail.com | LOS ANGELES, CA | www.linkedin.com/in/karensakai

WORK EXPERIENCE

Trusted Media Brands | Jukin Media

Los Angeles, CA

Manager, Integrated Marketing

07/2019-Present

- Create world-class advertising solutions while leading turnkey & high-level **\$1M+** custom executions bringing in over **\$7.3M** in branded content partnerships for *Taste of Home, Reader's Digest, Family Handyman, FailArmy, People Are Awesome, The Pet Collective, & Poke My Heart*.
- Collaborate with multiple stakeholders in global sales, licensing, business development, research, pricing, social, & programming to conceptualize, pitch, budget, develop, & execute successful social, CTV/OTT, digital, print, & 360 campaigns for brands such as **ABC, Disney, Fox, Hulu, Netflix, Paramount, P&G, Hershey's, Campbell's, Coca-Cola, & General Mills**.
- Act as the principal integrated marketing lead supporting North America, UK, & APAC teams, strategically problem-solving through brainstorm meetings, creative ideation, budgeting, & concept development, & crafting decks, while project-managing & prioritizing over **200+** high-level RFPs & client briefs, annually.
- Elevate TMB's visual storytelling by bringing a unique creative vision to life with visual mocks, video specs, and sizzle reels, increasing social & streaming brand awareness, resulting in a **10% increase** in inbound proposals YOY.
- Conceptualize DTC retail ads to drive merchandise sales and create B2B campaign creative, decks, and video assets for **66+** prospective licensing clients, utilizing TMB's **70K+** UGC library.
- Create efficient workflows providing status reports and producing competitive set analytics, content executions, & internal brand metrics for audience development.

Hearst

Santa Monica, CA

Digital & Integrated Sales and Marketing Associate

10/2006 – 7/2019

- Assisted West Coast team in creating integrated marketing campaign creative and marketing plans for the digital portfolio (inc., Elle, Esquire, Cosmopolitan, Harper's Bazaar), bringing in **\$6M+**, annually, across entertainment, sports, automotive, CPG, fashion, & pharma categories.
- Acted as the creative force behind RFP responses with marketing programs of high-impact media, branded content, social posts & experiential— outperforming campaign benchmarks on average by **20%**.

Sales and Marketing Planner

- Crafted marketing strategy by designing sales materials for distribution & acted as the lead copywriter for promotional content at Food Network Magazine & Good Housekeeping, bringing in over **\$3.5M+** revenue, annually.

Sales Coordinator

- Influenced the development & execution of Food Network in Concert in collaboration with cross-functional teams for Food Network's first ever food & music festival by managing the event's platinum sponsorship Citi Lounge and assisted in bringing in over **\$5M+** in revenue across digital, print, linear, event activations, & experiential.

Sales Assistant

- Oversaw a team of **5** interns, planned agency events, acted as contact for client communications, and assisted LA Sales Director in bringing in over **\$2M+** revenue at Marie Claire Magazine.

TV/FILM EXPERIENCE

G Group | Noise TV

Los Angeles, CA

Non-fiction Development Producer

01/2009 – 01/2014

- Conceptualized **60+** unscripted shows and film documentaries, with **5** selected for full development.
- Developed **10** shows from initial concept to complete series with sizzle reels to pitch to TV Networks.
- Led a team of **8** producers & acting as head writer, head of research, casting/location scouting, & oversaw productions as the on-set talent wrangler.

STORYTELLING EXPERIENCE

Los Angeles, CA

Freelance Writer

01/2007 - Present

- Contribute editorial as a non-fiction storyteller to publications like *Food Network Magazine, Good Housekeeping Magazine, Upworthy, Good Inc., LoveBScott.com*, PR & ghostwriting for *Make Me Over Productions* and work on an untitled, non-fiction memoir project.

EDUCATION

University of California, Los Angeles

Los Angeles, CA

Bachelor of Arts in Sociology

- *Awards / Memberships:* Student Employee of the Year (UCLA Library), Asia Pacific Arts Magazine Staff Writer, Nikkei Student Union, CASA HEIWA Mentorship Program

SKILLS & INTERESTS

Computer: MS 365 (Word, Excel, PowerPoint, Outlook) | Google Suite | Keynote | Photoshop | Premiere Pro | Canva | Google/YouTube/Facebook/Instagram Analytics | Media Radar | Shareablee | Boostlr | Salesforce

Interests: Branded Content Marketing & Creative | Mentorship | Creating Memes & Gifs | Non-fiction Entertainment