

Cleo Fan Kung

Advertising Coordinator Profile

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Dedicated professional with Bachelor's Degree in Advertising Management and in-depth knowledge of advertising initiatives. Talent for creation and delivery of advertising of company products through multiple sources of media. Aptitude for analyzing customer requirements, developing messaging architecture and competitive positioning, and driving creative development processes. Adept at collaborating with internal and external resources to ensure the timely delivery of projects. Skilled in generating and delivering report to senior management. Articulate communicator; recognized for cultivating positive partnerships with clients, key stakeholders, and senior management to realize organizational goals.

Areas of Expertise

- ◆ Social Advertising & Marketing
- ◆ Cross-functional Collaboration
- ◆ Creativity & Innovation
- ◆ Stakeholders Engagement
- ◆ Brands Awareness
- ◆ Digital Analytics
- ◆ Public Relation
- ◆ Customer Satisfactions
- ◆ Effective Communication

Experience Highlights

Michigan State University, East Lansing, MI

2017 – 2020

Student - Advertising Management

Obtained a broad liberal arts background and strong overview of advertising processes. Developed an understanding of the marketing strategy, research, and other functions for establishing and managing effective advertising campaigns. Performed digital analysis by leveraging Google Analytics.

- ◆ Gathered the demographics / psychographics data of industry trends for developing campaigns.
- ◆ Practiced and established campaigns for two brands, including Fantastic Finds and Dunkin Donuts.

Hunan Restaurant, Saginaw, MI

2012 – 2016

Assistant Manager

Liaised between consumer and employees and delivered quality services to customers aimed at attaining maximum satisfaction. Planned multiple new accounts for business to generate business. Facilitated in optimizing business sales by implementing best practices.

- ◆ Served as acting manager in absence of manager to ensure seamless work flows.
- ◆ Received and resolved numerous complex issues / concerns between employee and consumers.

Additional Experience as Volunteer at Mid-Michigan Children's Museum.

Education & Credentials

Bachelor of Science, Advertising Management, 2020 | Michigan State University, East Lansing, MI

Technical Proficiencies: Microsoft Office Suite | Adobe Creative Suite- *Basic Beginner Level* (Photoshop, Lightroom, Premier Rush, and Fresco)

Languages: Chinese (Beginner level) | English (Fluent)