

LILY KEUNG



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Toronto, ON



647-960-9672

CAREER SUMMARY

Driven marketing professional with 4 years of experience in B2B settings – creating promotional materials, managing campaigns, email marketing, and account management. Excel in a team environment based on collaboration, while handling and prioritizing multiple projects at once. Client facing experience with a focus on providing excellent customer service. Strong communication, organization, and interpersonal skills.

WORK EXPERIENCE

Intercontinental Merchandising Assistant Account Manager

**Markham, ON
Nov 2017 – Present**

- Oversee day to day business with Canadian and US retailers of \$1M annual revenue by managing current and future production schedules, preproduction samples quality control, factory communication, audit testing, and manufacturing
- Collaborate with product development team to create end cap displays that ensure product sell through
- Create visualization samples of gift bags to communicate our product offerings effectively to buyers, resulting in a 50% increase in order from Walmart from previous year
- Maintain internal pricing documents and conduct market analysis to determine competitive prices to quote retailers
- Determine trends for the following year and collaborate with graphic designers to create trend inspirations for clients, resulting in clients dedicating an 8-foot retail space for our products exclusively

Baring Asset Management Marketing Associate

**Boston, MA
Oct 2013 – Nov 2016**

- Collaborate in a cross-functional team to support North American institutional business of \$33B AUM
- Responsible for the development of all marketing materials including presentations and factsheets, while ensuring corporate brand and legal standards are met
- Led the tracking and reporting of all digital and standard marketing campaigns through Salesforce, while coordinating with sales executives to maintain up-to-date client information
- Edited monthly thought leadership written by investment managers to transform pieces into well

rounded communication for current and prospective clients

- Executed targeted email campaigns by utilizing a digital marketing platform for financial services (Stoneshot) to build custom, on-brand emails; extract and translate post-campaign data into actionable insights for Sales team to retarget potential clients and increased sales leads by 20%
- Liaised with PR agency to ensure content and timing of creatives and media coverage align with marketing strategy

SKILLS

Technical

- Microsoft Excel, PowerPoint, Office, Outlook
- Adobe InDesign
- Adobe Photoshop
- Salesforce
- Google Analytics

Language

- Mandarin
- Cantonese

EDUCATION

Boston University School of Management, Boston, MA

BSBA, Double Concentration in Marketing and Finance

2009 – 2013

Harvard Extension School, Boston, MA

Intro to Java 101

Fall 2015