

LAURA KO

creative marketing



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/in/laurako

EDUCATION

Joint Major with Interactive Arts & Business | | SFU *Estimated graduation: Spring 2021*

- ▶ Pursuing a Joint Major with Media and Business to pursue growth in marketing and design skills.
- ▶ Presented as an **Interactive Arts & Technology (IAT) Ambassador** to potential SFU / IAT applicants in Spring 2019.
- ▶ **Attended Sungkyunkwan University (SKKU)** in Korea for the **Summer 2019 international exchange** semester.

RELEVANT EXPERIENCE

Marketing Assistant | | Blue Pearl Mortgage Group *Sept 2018 ▶ Feb 2020*

- ▶ Created an **80% increase in traffic** in 2019 through management of social media content and campaigns.
- ▶ Created nomination campaigns for one of the **largest mortgage award ceremonies** in Canada, the Canadian Mortgage Awards, resulting in the organization achieving **top 10 finalist** in 3 categories.

Co-President | | Human Resources Students' Association *April 2018 ▶ April 2019*

- ▶ Recruited and managed an **executive team of 8** and organized two events with 90% average attendance.
- ▶ Restructured program by adjusting pricing structure, overseeing logistics, and utilizing internal marketing strategies to **increase member retention by 78%**.
- ▶ Served as **Marketing Coordinator** with the organization in Spring 2017, and as **Marketing Director** in 2018.

ACHIEVEMENTS

Program Participant | | Marketing Accelerator Program *Feb 2020 ▶ April 2020*

- ▶ Gaining industry knowledge by creating **marketing strategies for clients**, learning marketing theories through a series of workshops, and completing a **Google Digital Marketing certificate**.
- ▶ One of 12 successful applicants out of 60 to participate for **extensive marketing background** and passion for the field.

Finalist | | CPA Business Case Competition *March 2018*

- ▶ Achieved **finalist out of 65 teams** in a CPA-hosted case competition by analyzing, recommending, and presenting strategies through a creatively-designed video presentation.

First Place | | SMAckdown Competition *March 2017*

- ▶ Achieved winning team in a case competition hosted by the Student Marketing Association (SMA) by analyzing, recommending, and presenting inbound marketing strategies to industry professionals.

SKILLS & TOOLS

marketing

Social Media Marketing
Inbound Marketing
Email Marketing
Hubspot
Microsoft Excel
Trello

graphic design

Adobe Illustrator
Adobe Premiere
Adobe After Effects
Adobe InDesign
Adobe Photoshop
HTML/CSS

PASSIONS

music

visual art

tiny houses

film production