

Christopher Peng

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SKILLS SUMMARY

- Console Ad Platforms
- Social Ad Platforms
- Google Analytics
- Developing Client Relations
- Strategic Planning
- Python
- SQL
- Tableau

EDUCATION

- May 2023 **BOSTON COLLEGE** **CHESTNUT HILL, MA**
CARROLL GRADUATE SCHOOL OF MANAGEMENT
MBA, Marketing Analytics, Dean's Scholarship Recipient – Graduate Teaching Assistant (MKTG.4256.01)
- May 2017 **BOSTON UNIVERSITY** **BOSTON, MA**
Bachelor of Science degree in Business Administration & Management
Concentration in Business Law, Dean's List Spring 2017

EXPERIENCE

- 2022 - 2024 **EPIC GAMES** **BOSTON, MA**
User Acquisition Manager
 - Managed beats for Fortnite, Rocket League, and Unreal Engine with spends exceeding \$10M per product
 - Major campaigns executed include: Chapter 5 launch, Rocket Racing, Fortnite Festival, Lego Fortnite, UE 5 launch
 - Executed and optimized campaigns across Google, Meta, YouTube, LinkedIn, TikTok, and Snapchat
 - Wrote SQL commands on Snowflake to pull console and social metrics to assist with optimizations
 - Assisted with data cleaning for paid media data and helped migrate paid media data into Tableau
 - Implemented new naming convention to assist with best data practices for clean data
 - Developed Tableau dashboards and essential reporting tools to understand channel effectiveness and react to changes in CPC, CPM, CPA, ROI, and other channel metrics.
 - Maintained relationships with partners (Sony, Xbox, Google, Meta, TikTok, Snapchat, Twitter) and agencies (Infinite Reality, 3Q) to ensure best practices and capitalizing on new opportunities.
 - Collaborated with creative, brand and social teams to support the overall product and marketing strategy.
- 2020 - 2020 **SOUND COMMUNICATIONS** **NEW YORK, NY**
Digital Marketing Strategist
 - Managed media buying and campaign management of client accounts, both independently and collaboratively with the team.
 - Developed and implemented advertising campaigns for all channels including establishing conversion tracking.
 - Optimized all campaigns for assigned clients based on performance KPIs.
 - Presented campaign insights to clients used in developing strategies on current and future campaigns.
 - Designed and compiled monthly advertising reports for presentation to clients with focus on providing strategic insights on campaign performance and next steps.
 - Responsible for strengthening existing relationships with digital partners including, Facebook, GoogleAds (Adwords), Pinterest and Snapchat.
- 2019 - 2020 **HUDSON CREATIVE** **NEW YORK, NY**
Digital Marketing Specialist
 - Utilized Google Adwords to create digital based search, display, and video ads
 - Strategized with major restaurant groups to set the best advertising bid strategy
 - Used Google Analytics and Tag Manager to set up conversion goals for clients
 - Managed and optimized multiple year-long ad campaign accounts on Google Adwords and consistently achieved high CTR and low Avg. CPC with a low daily budget
 - Responsible for client listings on various web pages and set up Facebook, Google My Business, Instagram, and Twitter Ad Campaigns
 - Coordinated with design team to create unique and intricate ads aimed for the best user experience
 - Worked with web development team to optimize web pages for increasing conversions
- 2018 - 2019 **PARACHUTE HEALTH** **NEW YORK, NY**
Sales Account Coordinator
 - Provided ongoing service and support through active listening skills, issue resolution to ensure the best possible outcome for all patients with focus on clients being comfortable with using the platform.