

**SNAPSHOT**

- 8 years digital marketing, web, and project experience
- 6 years leading cross-functional creative teams
- Adept at identifying trends/patterns of strategic importance
- Fueled by developing and executing on big ideas
- Breadth of hands-on skills

hi@kalehungerson.com  
778 928 8003

**EXPERIENCE****Senior Director, Digital Marketing**

Ensemble Travel Group  
Aug 2016 – Present • 2 yrs

Lead for the digital department consisting of an 8-person remote team of software engineers and digital marketers located in Florida, Ohio and British Columbia, supporting North America and Australia/New Zealand.

- Launched several successful large scale marketing campaigns with Tourism New Zealand, Holland America, Contiki, Delta Airlines, Tourism Britain and many more.
- Responsible for generating over \$3.5M in recurring advertising revenue with an 85% profit margin.
- Oversee the production of more than 700 digital marketing tactics for the world's top travel suppliers.
- Drove a 30% increase in advertising sales in Canada and the U.S. with no increase in cost through operational efficiencies and product enhancements.
- Aid in the conversion and retention of over 500K travel consumer profiles across North America.
- Responsible for the digital roadmap from idea generation to the closing of the product or project.
- Lead the rebuild of the organization's member portal (enterprise-level application) in-house in 12-months.
- Aided in the acquisition of over \$70 million in new account sales volume.
- Devised a project management methodology to manage execution and delivery via multi-function team.
- Appointed as a member of the executive team to provide digital strategy and leadership.

**Director, Digital Marketing**

Ensemble Travel Group  
Feb 2015 – Aug 2016 • 1 yr 7 mos

Lead for the digital marketing department consisting of a 6-person team. The digital marketing department is responsible for all digital marketing products and assets whether B2B or B2C focused.

- Launched a white label email marketing platform via a unique partnership with myEmma to provide agency level e-mail marketing to our members, the project included branding through to training and created a new revenue stream.
- Consumed front-end and back-end development portfolio to coincide with the digital marketing team.
- Increased advertising production and thus sales by 70% in the U.S. and Canada by focusing on tourism boards as a new high-value market.
- Extended email marketing program by creating new multi-supplier email product, in turn generating new revenue.
- Presented multiple seminars on digital marketing to classes of 125 people.

**Digital Marketing Manager, North America**

Ensemble Travel Group  
Jun 2013 – Feb 2015 • 1 yr 9 mos

Responsible for all digital marketing production across North America from marketing plans to invoice processing including all digital assets such as email marketing, landing pages and consumer-facing websites.

- Restructured the digital marketing department to become a North American unit.
- Closed the physical office in Vancouver and transitioned to a remote model.
- Consolidated all processes, procedures, and systems between the U.S. and Canadian digital marketing teams into a single portfolio to eliminate redundancy.
- Developed a new tracking system utilizing Google Analytics.
- Built and launched a consumer website to act as the conduit between consumers and travel agents.
- Redesigned and modernized all digital assets (e-mails and landing pages) to be responsive.

## CONT'D EXPERIENCE

### Internet Marketing Manager, US

Ensemble Travel Group  
Aug 2011 – Jun 2013 • 1 yr 11 mos

Responsible for all internal advertising production and supplier relations in the U.S., working with the world's top travel brands and member agencies to drive sales.

- Managed and executed the entire U.S. advertising production schedule (over 400 tactics per year)
- Managed the entire U.S. internet marketing portfolio from Vancouver working exclusively with the New York office on supplier marketing plans and multi-channel tactics.

### Web Specialist

SilverBirch Hotels & Resorts  
Aug 2010 – Aug 2011 • 1 yr 1 mos

Managed the entire web infrastructure for SilverBirch Hotels & Resorts as well as all landing page and e-mail design and distribution.

- Orchestrated a full upgrade of the SilverBirch Hotels & Resorts web system.
- Responsible for development, design, maintenance, and upgrading of all company websites.
- Worked with web development and IM companies to develop and deploy internet initiatives.
- Interviewed, managed and helped select web dev. and digital marketing contractors.
- Responsible for all online national campaign deployment on hotel websites.
- Responsible for the distribution, design, and the development of all e-mail marketing.

## EDUCATION

### Bachelor of Business Administration, BBA

2011 – 2013 • British Columbia Institute of Technology

### Diploma of Technology, Marketing Management Communications

2009 – 2010 • British Columbia Institute of Technology

### Sr. Management Certificate, New Media Design and Web Development

2008 – 2009 • British Columbia Institute of Technology

## CERTIFICATION

### Project Management Professional Certification, PMP

January 2017 • Project Management Institute • License 2003986

## LINKS

kalehungerson.com  
medium.com/@kalehungerson  
twitter.com/kalehungerson  
linkedin.com/in/kalehungerson

## ME

Hiking. Cold Brew Coffee. Mexican Food.

## PROFESSIONAL INTERESTS

Marketing. Everything digital. MarTech, WebDev, Ai/ML, AR/VR,

## MISC.

Dual Citizen (U.S.A, Canada), SC with Challenge [DiSC]

## HARD SKILLS

- Adobe Suite
- Adv. HTML/CSS
- Mult. Frameworks
- A/B Testing
- CPC/SEM
- Google Analytics
- Email Marketing
- Automation
- SEO

## WORKSTACK

- Asana
- Slack
- Google Hangouts
- Google Drive
- Evernote
- Navicat
- PHPStorm
- Spotify