

Renée Hung

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SUMMARY

Marketing professional with 17+ years of experience in developing and executing strategic campaigns, client relations, and project management. Skilled in leading high-profile initiatives, including project launches and multi-channel campaigns that drive engagement and results. Experienced in collaborating with cross-functional teams and external partners to deliver impactful marketing strategies. Proficient in managing social media, email marketing, events, and stakeholder communications to enhance brand visibility and achieve goals.

PROFESSIONAL EXPERIENCE

Oracle Group Realty, Brokerage Director of Operations

March 2023 - October 2024

- Directed comprehensive digital marketing campaigns, including email and social media, to drive lead generation and enhance brand visibility.
- Led the development and execution of corporate marketing strategies to increase brand awareness and market share in competitive markets.
- Planned and executed impactful industry trade show marketing strategies, successfully generating leads and boosting broker engagement.
- Conducted in-depth market research and competitive analysis to inform strategic decisions to shareholders.
- Managed a cross-functional team of 8+ sales and marketing professionals, fostering collaboration to achieve seamless campaign execution and deliver high-impact results.
- Cultivated long-term relationships with high-performing brokers to meet sales goals and support brand positioning.
- Introduced new processes, technologies, and systems that streamlined operations and optimized resources.
- Started up and managed all aspects of company operations, including compliance registrations with industry associations.
- Oversaw budgeting and cost management for the company, ensuring efficiency and alignment with business objectives.
- Led recruitment efforts, developing tailored job descriptions and selecting candidates to support company growth and ensure high-performance team alignment.

Gryphon Development District Marketing Director

February 2022– January 2023

- Led office setup and managed budget allocation to optimize resources and establish a strong operational presence in a new market.
- Oversaw the selection and management of external partners, including advertising agencies, PR firms, and internal sales teams, ensuring alignment with company marketing objectives.
- Managed all marketing and sales contracts, ensuring clear communication and deliverables between developers and external consultants, driving seamless project execution.
- Advised consultants and internal teams on product design and development, maximizing marketability and customer appeal by optimizing building features, amenities, and pricing strategies.
- Planned and led the Art of Wonder exhibit for the public launch of a new condo project in Toronto, collaborating with indigenous artists and a PR firm to ensure successful execution and community engagement.

- Proactively identified and engaged potential clients, driving B2B demand and generating substantial new business opportunities in the SaaS real estate sector.
- Achieved a 100% client retention rate over 4 years by acquiring 30% of new clients through a streamlined onboarding process and continuous support.
- Managed the entire client onboarding process, including networking, prospecting, and drafting tailored contracts to address client needs effectively.
- Facilitated product improvements by gathering and conveying client feedback to the development team, supporting continuous enhancement.
- Actively targeted and built connections with potential developers, fostering relationships that contributed to ongoing new business development.
- Provided thought leadership and insights within BLACKLINE APP, ensuring the platform's alignment with evolving market trends and customer needs in SaaS.
- Stayed informed on industry trends by attending seminars, engaging with key players, and researching market opportunities beyond the GTA.

The Brand Factory

June 2015 – January 2018

Account Director / Account Manager

- Managed end-to-end pre-construction projects, ensuring a successful project launch.
- Prepared project reports, analyzed performance, and provided actionable recommendations to clients.
- Directed creative aspects for print, displays, social media, email campaigns, and websites.
- Organized PR events, promotions, press releases, and editorials.
- Developed budgets, monthly reconciliations, work-back schedules, and creative briefs.

Canderel

April 2011 - May 2015

Marketing Coordinator

- Managed marketing budgets to ensure financial efficiency and strategic resource allocation for our high-rise residential projects.
- Collaborated with advertising agencies on project launches to develop branding and marketing materials that effectively brought our high-rise residential developments to market.
- Developed and launched a comprehensive marketing plan for the Canderel Rentals program, successfully leasing 200 units in 14 months while monitoring competitors to identify new market opportunities.

EDUCATION

University of Toronto

Bachelor of Arts in Psychology
September – April 2001

Bayview Secondary School

1995 - 1999

SKILLS

Contract Negotiation and
Deal Structuring

Financial Budgeting and
Forecasting

CRM - MailChimp, Constant
Contact, HubSpot, Skyline

Market Research and Competitor
Analysis

Project Management Tools
(Asana, Slack, Trello, Microsoft
Teams)

Point of Sales Software
(AVESDO, BLACKLINE APP)

REFERENCES

Available upon request, happy to get you in touch with past employers.