Katherine Sharon Fu

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EDUCATION

Johns Hopkins University (JHU) **Baltimore, MD**

• B.A., Public Health; Minors: Entrepreneurship & Management; GPA: 3.72/4.0 *May 2020*

PROFESSIONAL EXPERIENCE

Fever **New York, NY**

Partner Manager, Media & Entertainment *October 2025–Present*

- Steered 4+ entertainment, museum, and licensed-IP partner accounts across Secret NYC, digital media, and experiential distribution, supporting 2–3× growth in partner investment through relationship management and expansion
- Built attribution and partner reporting across 10+ campaigns using Google Ad Manager, YouTube Analytics, and UTMs; improving reporting accuracy 40%, cross-platform yield 26%, and high-intent conversion 17% across partner campaigns
- Reallocated paid search, social, and retargeting based on audience intent and conversion analysis, reducing CPA 18%, expanding high-intent audiences 29%, and improving budget efficiency 21% across performance media
- Directed a Mercer Labs campaign across TikTok and Meta, delivering 215K+ TikTok impressions, 78% higher ROAS, and 13% lower CPC through paid creative and channel optimization
- Advanced museum membership pilots and a donations-at-checkout initiative with Product, Legal, Tax, and Finance, shaping new additional revenue pathways for cultural partners and repeat visitor relationships
- Revitalized Tomb Raider licensed-IP activations through creative and retargeting strategy, generating 23K+ opening-day engagements and an 18% increase in promotional presales through targeted campaign updates

Asian Creative Network (ACN) **Remote**

Community Engagement & Partnerships Lead *November 2020–Present*

- Secured $50K in Meta funding to expand creator partnerships and programming across a 52K+ network across 12+ markets, supporting new creator programs and distribution opportunities
- Managed 10+ community leaders and recurring programs across 50+ subgroups, raising subscription conversions 40% and creator retention 35% through member programming and improved onboarding
- Coordinated 30+ creator and brand partnerships with Meta and regional teams, lifting platform engagement 22% through audience feedback, creator education, and ongoing campaign iteration
- Tested referral and short-form content campaigns across 25 audience cohorts, increasing referral conversion 32% and feature adoption 37% through audience segmentation and iterative creative testing
- Launched a $20K emerging-filmmaker accelerator and independent-film distribution support; convened creator education and workshops engaging 2.1K+ participants across the broader creative network
- Streamlined partner onboarding and branded-content legal processes across communities, reducing onboarding time 30% and legal review turnaround 45% through clearer partner guidance and internal workflows

Fabric Health **Philadelphia, PA**

Strategy & Business Operations Lead *August 2022–April 2023*

- Orchestrated a $200K media and neighborhood outreach program across 30+ activations, connecting families with healthcare resources, improving neighborhood access and reducing acquisition cost 28%
- Modeled customer acquisition and partner performance across 8+ accounts, improving signup conversion 40% and first-week activation 48% through lifecycle improvements and campaign optimization
- Analyzed 9K+ engagement records in SQL and Tableau to refine lifecycle campaigns and revenue planning, shortening time-to-insight 33% while supporting a forecast of 47% FY24 growth for leadership planning

Deloitte Consulting LLP **New York, NY**

Producer, Deloitte Innovation Greenhouse (GX) Labs *November 2021–June 2022*

- Produced 7+ executive strategy labs for Fortune 500 media clients, developing partnership, licensing, and subscription roadmaps; supporting a $1.2M engagement with cross-functional executive stakeholders
- Designed approval and pricing frameworks across 20+ media monetization models with Legal, Sales, and Finance, accelerating licensing decisions 30% across cross-functional pricing and approval processes
- Quantified audience behavior and content value to guide distribution investment; strategy work supported a 12% ARPU increase and $3.5M in projected annual revenue lift for media-sector strategy work

Business Analyst, Human Capital Group *September 2020–November 2021*

- Structured 6+ media business-development proposals and a five-year audience roadmap, projecting 32% subscriber growth and informing two community-centered programs for emerging creators

SKILLS & INTERESTS

Skills: Mandarin (fluent), Excel, PowerPoint, SQL, Tableau, Salesforce, GAM, Meta Ads, Adobe Creative Cloud

Interests: Film & Media, Photography, Cultural Partnerships, Creator Communities, Audience Development