ALISON HUH

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RELEVANT EXPERIENCE

CAL HACKS

DIRECTOR & MARKETING LEAD | FEB 2020 - PRESENT
Berkeley, CA

- Coordinated 3-week marketing strategy with Y Combinator and Postman through targeted email and social media outreach, which resulted in 2558 signed-up participants for hack:now event in April.

- Started referral campaign for registered participants to direct their peers to our event, leveraging extra funds in our budget for incentives, which resulted in 203 referrals in 1 week.

- Managed Cal Hacks' email communications for the duration of the 3-week marketing period and weekend-long event to provide hackers with event updates, averaged 71% open rates across 21 emails.

UC BERKELEY FUNG INSTITUTE FOR ENGINEERING LEADERSHIP

DIGITAL MARKETING INTERN | AUG 2019 - PRESENT
Berkeley, CA

- Collaborated in 2-part recruitment campaign for the Fung Fellowship, increasing applications from continuing students and transfer students by 26% and 58% respectively.

- Planned out student-targeting publishing timeline that increased engagements with the Berkeley MEng Facebook (72.25%), Instagram (31.22%), and Linkedin (115%) pages.

- Assisted in execution of the Institute's 3-week Cal Big Give strategy as graphic designer and social media lead, which acquired $11,785 in donations on the day of the fundraising event.

CAL ALUMNI STUDENT ASSOCIATION

MARKETING & COMMUNICATIONS DIRECTOR | JAN – AUG 2019
Berkeley, CA

- Led 4 person event-marketing team that managed communications across 9 CASA departments, the Cal Alumni Association, and campus clubs to promote student-alumni networking opportunities.

- Engaged with 4,133 students and 874 alumni contacts through bi-weekly Mailchimp email campaigns, increasing monthly event attendance by 10-12% from previous fall.

- Spearheaded 4 social media competitions during annual Overnight Stay Program; increased post engagement by 126% and follower count by 25% in two weekends.

EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY

B.A. English, Minor in Computer Science
Expected Graduation: May 2022
GPA: 3.9 / 4.0

PROJECTS

CUBSTART: INTRO TO BUILDING APPS

UC Berkeley | AUG 2020 - PRESENT
Berkeley, CA

Facilitating student-led DeCal course at UC Berkeley as web development teaching assistant. Helping beginner programmers learn how to build and deploy a web application of their own.

WEBSITE REDESIGN

BERKELEY FICTION REVIEW | JUN – AUG 2020
Berkeley, CA

Worked directly with Berkeley Fiction Review, to streamline their site's navigation of past magazine issues and active blog articles while modernizing the site's overall aesthetics.

SKILLS

MARKETING

Branding & Graphic Design
Copy Writing & Editing
Email Marketing (Mailchimp & Sendgrid)
Event Marketing
Social Media & Analytics
Web Design & Prototyping

TOOLS

Adobe Creative Cloud
Figma
Google Analytics
HTML / CSS
Python
Sproutsocial
Wordpress