

ALISON HUH

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RELEVANT EXPERIENCE

CAL HACKS

DIRECTOR + MARKETING LEAD | FEB 2020 - PRESENT

Berkeley, CA

- Led student marketing campaign for hack:now spring initiative through email, social media, and collaborations with Y Combinator and Postman, resulting in 2558 signed-up participants in the span of 3 weeks.
- Established greater Cal Hacks online presence, increasing post impressions on Facebook (1801%), Twitter (916%), Instagram (511%), and LinkedIn (143,233%).
- Prepared media marketing copy tailored to individual networks that reached 1430 undergraduate students, 349 high school students, 509 full-time professionals, and 40 middle school students.

UC BERKELEY FUNG INSTITUTE FOR ENGINEERING LEADERSHIP

DIGITAL MARKETING INTERN | JUN 2019 - PRESENT

Berkeley, CA

- Leads social media and graphic design content creation for Master of Engineering (MEng) and undergraduate Fung Fellowship platforms.
- Assists in creation of quarterly analytics report for MEng and Fellowship digital platforms to guide content creation.
- Spearheaded 2-month recruitment campaign for Fellowship program; saw 28% increase in applicants compared to 2019 cycle leveraging social media referral networks from current Fellows to prospective students.
- Implemented international social media campaign as a part of Berkeley Master of Engineering recruitment where team increased applicant numbers by 30%.

CAL ALUMNI STUDENT ASSOCIATION

MARKETING & COMMUNICATIONS DIRECTOR | JAN - DEC 2019

Berkeley, CA

- Coordinated with 9 CASA departments, the Cal Alumni Association, and campus clubs to promote student-alumni networking opportunities.
- Engaged with 4,000 students and 1,000 alumni through email campaigns and social media to increase event attendance by 10% from previous fall.
- Constructed CASA Branding document of color palettes, typography, and brand assets in presenting affiliation with the university and its alumni.
- Hosted 4 social media competitions during freshman Overnight Stay Program; increased post engagement by 100% and follower count by 25% in two weekends.

EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY

B.A. English

Minor, Computer Science (Intended)

Expected Graduation: May 2022

GPA: 3.9 / 4.0

PROJECTS

BFR WEBSITE REDESIGN

Berkeley Fiction Review | June - August 2020

Berkeley, CA

Working directly with Berkeley Fiction Review, UC Berkeley's oldest student-led prose journal publication, to redesign their Wordpress website for the upcoming academic year.

TAKEME

Cal Hacks 6.0 | October 2019

Berkeley, CA

Collaborated with a hackathon team for the first time to design prototype for project TakeMe—a web app that would streamline travel planning based on Yelp data.

SKILLS

MARKETING

Copy Writing & Editing

Graphic Design & 2D Animation

Email Marketing

Social Media & Analytics

TOOLS

Adobe Creative Cloud

Figma

Mailchimp

Sendgrid

HTML / CSS

Python (Working familiarity)

Sprout Social

Wordpress