

# 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

Irvine, 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