|  |  |  |  |
| --- | --- | --- | --- |
| **ALISON HUH** |  |  |  |

ali.j.huh@berkeley.edu 949.870.8595 alisonhuh.com linkedin.com/in/alison-huh

|  |
| --- |
| 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 |

|  |  |  |
| --- | --- | --- |
| 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. | | |