

## CATHERINE HU

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### EDUCATION

*University of California, Los Angeles / Sept. 2020 – June 2024*

**GPA:** 3.93/4.0

- B.S. in Computer Science with a minor in Geography/Environmental Studies
- Relevant coursework: Data Structures & Algorithms, Linear Algebra, Differential Equations

### EXPERIENCE

*Product Marketing Intern / Hoamsy / June 2021 – present*

- Develop campaigns on key social platforms with original content uniquely designed to target each follower base, generating approx. 5,000 impressions/week (47% increase) on Instagram and 1,000 on LinkedIn (52% increase)
- Maintain cohesive brand messaging on Google Ads and HubSpot (for press queries and investor communications)

*Product / Nova, Tech for Good / March 2021 – present*

- Collaborate with the Center for RISC @ UChicago to create a streamlined peer mentorship platform
- Focus on user research and outreach, content writing, branding, and marketing campaigns for social media

*Sustainability Analyst / Voiz / Jan. 2021 – March 2021*

- Researched sustainability in business (ie. product life cycle analysis, UN SDGs, labor equity, greenwashing, trade certifications, etc.) through weekly workshops with industry leaders, with focus on SaaS products

*Content Writer Intern / City Flavor / July 2020 – Oct. 2020*

- Launched “Stories” feature on the startup City Flavor’s blog site by interviewing food truck owners and partners for weekly vendor profiles and generating 10,000+ impressions across the webpage and socials
- Wrote copy for the new website’s content using the Contentful CMS to increase engagement and traffic

### PROJECTS

*Covalent / June 2020 – June 2021*

- Remote team icebreaker web app, created Figma prototype and worked on frontend with React and Next.js
- Managed digital marketing with content calendars and communicate with beta testers via email outreach
- Conducted market research and product validation, and worked with developers to organize user interviews
- Supported launch outreach and featured on ProductHunt in Jan. 2021 with nearly 400 upvotes

*GhostRacer / Feb. 2021*

- Game in C++ where the main player must avoid obstacles and collect items while driving
- Explored inheritance and object-oriented programming to manage character behaviors, and decomposition

*DesignERTH / Sept. 2020*

- Created a high-fidelity prototype of DesignERTH, a tablet app for introducing design fundamentals to high school students, using Adobe XD during the Amazon Adobe Creative Jam
- Placed in top 30 out of 400+ participating teams and received mentorship from Amazon UI/UX designer

### LEADERSHIP POSITIONS

*Project Manager / Innovate@UCLA / March 2021 – June 2021*

- Use the Google Ventures Design Thinking framework to develop a cleantech web app prototype for composting in Los Angeles and assess target user personas and features with cross-functional team of 8
- Identify and track epics, stories, and sprints on Jira and develop MVP using Agile methodologies

### SKILLS & INTERESTS

- Programming languages: C++, HTML, CSS, JavaScript, Java, Python
- Other languages: fluent in Mandarin Chinese, proficient in Spanish
- Tools: Git, Figma, Adobe Creative Cloud (XD, InDesign), Trello, Jira, Microsoft Office, QGIS
- Interests: national parks, hiking, astrophotography, cooking, creative writing, memoirs, piano