

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
- Coursework: Data Structures & Algorithms, Computer Organization, Linear Algebra, Differential Equations

EXPERIENCE

Product Marketing Intern | Hoamsy | June 2021 – August 2021

- Developed campaigns on key social platforms with original content designed to target each follower base, generating approx. 5,000 impressions/week (47% increase) on Instagram and 1,000 on LinkedIn (52% increase)
- Maintained cohesive 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 messages, and digital marketing campaigns

Sustainability Analyst | Voiz | January 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 – October 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 and maintained the new website’s content using the **Contentful CMS** to increase engagement and traffic

PROJECTS

Pothos | August 2021 – present

- Financial and sustainability planner Chrome extension, currently in prototyping and development phase
- Using **React** and **HTML/CSS** for landing page, **JavaScript** and **Firebase** for MVP of the extension with functionalities including user account creation, data storage, and interaction on shopping websites

Covalent | November 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 communicated with beta testers via email outreach
- Conducted market research and product validation, and worked with developers to organize user interviews
- Coordinated launch outreach and featured on Product Hunt in January 2021 with approx. 400 upvotes

GhostRacer | February 2021

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

LEADERSHIP POSITIONS

Project Manager | Innovate@UCLA | March 2021 – June 2021

- Used the Google Ventures Design Thinking framework to develop a cleantech web app prototype for composting in Los Angeles and assessed target user personas and features with cross-functional team of 8
- Identified and tracked epics, stories, and sprints on Jira and developed 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, Wordpress, Canva, QGIS
- Interests: national parks, hiking, astrophotography, cooking, creative writing, memoirs, piano