

ESTHER Y. LIU

Union City, CA 94587 | (510) 585-6628 | esther.liu47@gmail.com | [linkedin.com/in/e-liu/](https://www.linkedin.com/in/e-liu/) | eliu.tech

EDUCATION

University of California, Santa Barbara, Santa Barbara, CA

Grad: June 2021

B.A. Communication | B.A. Music Studies | Minor in Professional Writing | Regents Scholar

Relevant Coursework: Technical Writing, Multimedia Writing, Journalism for Web and Social Media

Specialties: Content Management, Web Design, User Interface/User Experience, Asset Creation

RELEVANT EXPERIENCES

The Bottom Line Newspaper, Santa Barbara, CA

Layout Editor

Apr 2020–Present

- Create editorial design and layout for print issues using Adobe InDesign and Photoshop
- Optimize web design and user experience through WordPress modifications
- Support promotions team with graphic creation in print/web collateral for marketing initiatives

Social Media Coordinator/Illustrator

Apr 2019–Present

- Generate digital campaign ideas and commission asset work from the visuals team
- Manipulate the design properties to improve visual appeal for digital and print formats
- Produce weekly illustrations for staff writers in digital and traditional art settings

University of California, Santa Barbara, Santa Barbara, CA

Jul 2019–Present

Social Media Coordinator, Office of Public Affairs and Communications

- Establish strong social media presence across Facebook, Twitter, Instagram, and LinkedIn platforms
 - Streamline audience relevant research into actionable, engaging content for posting
 - Accomplish collaborative effort with Hootsuite to improve social network integrations
 - Direct social media campaigns to reinforce UCSB's central message: dynamic campus environment
-

OTHER EXPERIENCES

SB Hacks, Santa Barbara, CA

Co-Director, Marketing Coordinator

Feb 2018–Apr 2020

- Led a team of 10 organizers to host an annual hackathon at UC Santa Barbara with 500+ attendees
- Oversaw the process of raising \$50,000 through active sponsorship outreach year-round
- Utilized email marketing to drive engagement with participants and received 2,100+ applications
- Increased organic social media reach, primarily on Facebook by 32% through audience segmentation

Associated Students of UCSB, Finance and Business Committee, Santa Barbara, CA

Finance Officer, Accounting Intern

Sept 2018–Apr 2020

- Promoted transparency for ASUCSB by making \$450,000 budget allocations clear to the public
 - Designed new marketing and publicity tactics for increasing awareness and accountability
 - Reduced annual operating expenses (26%) by identifying inefficiencies from inactive projects
-

ADDITIONAL QUALIFICATIONS

Skills: Microsoft Office Suite (Word, Excel, Powerpoint) | Google Suite | Digital Illustration (Procreate) | Content Management (Hootsuite) | Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Lightroom)

Projects: Interdisciplinary Arts at UCSB Campaign, SB Hacks V Marketing Material, SPOKES Business Plan

Languages: English and Mandarin Chinese | Professional Capacity for Reading, Writing, Speaking