

GRACE LUU, MA

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Skills

- Familiar with Adobe Photoshop CC
 - Proficient with Microsoft Word, Excel, and Powerpoint
 - Excellent verbal and written communication skills
 - Strong attention to detail
 - Proactive in seeking out solutions to problems
 - Foreign language: Fluent in Cantonese
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Certification

SEPTEMBER 2017 – EXPECTED SEPTEMBER 2018

Marketing with Concentration in Digital Marketing Certificate / University of California, Los Angeles Extension

Relevant Coursework:

- Marketing Principles and Practices
 - Collaborated in a five-person team in developing a marketing plan and product design in a timely manner.
 - Conducted secondary research in regards to product market, competitors, target market, and key external drivers.
 - Analyzed large volumes of researched data and presented results in a clear and understandable manner.
- Strategic Marketing
 - Liaised with client and sought feedback and input to ensure expectations and goals were conveyed.
 - Conducted SWOT analysis of the company and its competitors.
 - Discussed the market overview and explained the main concern impacting the success of the company through writing and a presentation.
- Digital Marketing
 - Analyzed the website, Home Chef; regarding specifically to the company's target audience, digital media, social media channels, and customer experience.
 - Provided recommendations to improve social media reach and customer retention in a final presentation.
- Consumer Market Research
 - Composed focus group and ethnography discussion guide pertaining to perception and brand awareness of frozen pizza.
- Brand Management
 - Planned branding initiative within a four-person team for fictitious energy gum, Ultimate.
 - Listened actively and engaged with others to ensure teamwork and all perspectives were equally respected.
 - Researched the newly emerging category of energy gum on the market, explained product POD, drafted creative brief and presented marketing plan.
- Integrated Marketing Communication
 - Designed integrated marketing communications plan for mock mobile application, Budget Meals.

- Researched target demographics and composed final plan outlining product definition, marketing messages, and media mix into a document.

Research Experience

JANUARY 2015 – APRIL 2017

Graduate Research Assistant / Peissig Vision Lab, Fullerton, CA

- Developed protocol to establish homogeneity in the data collection process and the reduction in errors of the research findings.
- Conduct research and analyzed the effect of the applied stimulus on the subjects' ability to identify similar/dissimilar parts of images in the experiment.
- Trained 3 research assistants to independently conduct experiments and maintained a consistent line of communication to ensure progress was sustained.
- Presented and defended results of an independent project to a research committee.

MARCH 2013 – JULY 2013

Undergraduate Research Assistant / Infant Vision Lab, La Jolla, CA

- Analyzed and entered visual and auditory processing data into a database.
- Conducted phone interviews to recruit newborns with a family history of ASD.
- Utilized toy blocks to play one-on-one with children (ages 1-2) diagnosed with autism spectrum disorder (ASD).
- Studied brain development of typical infants and infants (9 months of age) at risk for autism spectrum disorder; through comparison of electroencephalography measurements.

Professional Experience

APRIL 2014 – JULY 2017

Behavior Specialist / Howard J. Chudler & Associates, Inc., Covina, CA

- Managed a caseload of 11 patients with a range of developmental disabilities (e.g., autism, down syndrome, shaken baby syndrome).
- Worked with parents on implementing treatment plans, with specific goals of improving cooperation, reducing tantrums, and developing verbal abilities of patients.
- Utilized interpersonal skills to motivate and teach clients how to appropriately express their needs and respond to unmet expectations.
- Created working relationships with clients with varying personality types and backgrounds, maintaining a professional attitude at all times.
- Experienced in writing reports, detailing the progress of the case and provided the recommendation of its continuation or closure.

Education

MAY 2017

Master of Arts in Psychology California State University, Fullerton

- Thesis: "Effects of Domain-Specific Experience and Perceptual Grouping Cues on Holistic Processing"

JUNE 2013

Bachelor of Science in Psychology / University of California, San Diego