

# 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 to develop and complete a marketing plan 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
  - Served as a liaison, maintaining communication between team and client to ensure expectations and goals were conveyed.
  - Listened actively and engaged with others to ensure that all perspectives and ideas were equally respected.
  - Conducted SWOT analysis of the company and its competitors.
  - Discussed the market overview and explained the main concern impacting the success of the company in a presentation.
- Digital Marketing
  - Assessed the website, Home Chef, in particular to the company's target audience, digital marketing platforms, 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 with a team for fictitious energy gum, Ultimate.
  - 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 communication 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.

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## 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.
- Assisted in the training of 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.

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## 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.
- Composed reports detailing the progress of the case and provided the recommendation of its continuation or closure.

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## 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