

GRACE LUU, MA

graceluu718@gmail.com • (626)-283-0272 • <http://graceluu.com/> • San Gabriel, CA 91776

EDUCATION & CERTIFICATIONS

University of California, Los Angeles Extension

Marketing with Concentration in Digital Marketing Certificate (in progress), expected Sept. 2018

Relevant Coursework:

- Marketing Principles and Practices
 - Worked with team to develop a marketing plan for mock strategic business unit “NIKE SURGE.”
 - Conducted secondary research in regards to product market, competitors, target market, and key external drivers.
- Strategic Marketing
 - Liaison
 - Served as a liaison, maintaining communication between team and client to ensure expectations and goals were conveyed.
 - Collaborated with team members to develop a strategic plan for newly established mobile application, Gradelo.
 - Conducted SWOT analysis of Gradelo and its competitors.
 - Discussed the market overview and explained the main concern impacting the success of Gradelo 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.

California State University, Fullerton

Master of Arts in Psychology, conferred in May 2017

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

University of California, San Diego

Bachelor of Science in Psychology, conferred in June 2013

PREVIOUS PROFESSIONAL EXPERIENCE

Behavior Specialist

April 2014 – July 2017

Howard J. Chudler & Associates, Inc., Covina, CA

- Managed a caseload of 11 patients with a range of developmental disabilities (e.g. autism, downs 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.
- Equipped clients with the skills to appropriately express their needs and respond to unmet expectations.
- Composed reports detailing the progress of the case and provided the recommendation of its continuation or closure.

RESEARCH EXPERIENCE

Graduate Research Assistant

January 2015 – April 2017

Peissig Vision Lab, Fullerton, CA

- Developed protocol to establish homogeneity in the data collection process and the reduction in errors of the research findings.
- Analyzed the effect of the applied stimulus, on the subjects' ability to identify similar/dissimilar parts of images in the experiment.
- Equipped research assistants with the facilities 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.

Undergraduate Research Assistant

March 2013 – July 2013

Infant Vision Lab, La Jolla, CA

- Entered and analyzed visual and auditory processing data through Microsoft Excel.
- 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.
- Applied electroencephalographic techniques to measure electrical brain activity of infants in response to images and sounds.

SKILLS

- | | |
|--------------------------------------|--------------------------------------|
| • Language: Fluent in Cantonese | • Qualtrics Survey Software |
| • Microsoft Word and Microsoft Excel | • Proficient with Adobe Photoshop CC |
| • PowerPoint knowledge | • JMP Software |

CONFERENCE PRESENTATION

Poster, April 2015: “Effects of Price on the Perception of Taste”

- Western Psychological Association Convention, Las Vegas, NV