

# Hannah Y. Choi

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## EDUCATION

PEPPERDINE CARUSO SCHOOL OF LAW

Malibu, CA

UNIVERSITY OF CALIFORNIA, BERKELEY

Berkeley, CA

B.A. Mass Communications

## WORK EXPERIENCE

**SURKUS**

Hollywood, CA

*Marketing Associate*

- Created communications for technology trade shows, hubspot and Instagram user engagement posts
- Managed the Surkus hubspot pages and wrote HTML to better engage users with the application platform

**UBER TECHNOLOGIES**

*People Operations: Internal Marketing and Global Benefits Intern*

San Francisco, CA

- Redesigned internal site and related webpages for the Global Benefits, Mobility, and internal communications team with original graphics, customized color palettes and Atlassian to create a consistent brand image
- Created HTML email marketing templates for the mobility, people operations and benefits team & new recruitment templates that reflected perks based on regions and the global benefit booklets
- Utilized excel formulas to aggregate data from data sets and create communicative charts that reflected benefit market trends

**SALESFORCE – UC BERKELEY CMG: STRATEGY CONSULTING**

Berkeley, CA

*Contract Project Manager*

- Led a team of six analysts to conduct sales strategy for Salesforce CRM products
- Conducted industry research on top performing markets in the U.S. in order to analyze which products (ie analytics cloud, marketing cloud, sales cloud) would seamlessly integrate into the market's needs
- Identified necessary key features that would customize existing products to specific markets and developed sales strategies on how to market the Salesforce CRM platform to the various markets by size of company

**PINTEREST – UC BERKELEY CMG: STRATEGY CONSULTING**

Berkeley, CA

*Contract Business Analyst*

- Worked with Pinterest through UC Berkeley consulting organization, CMG Strategy Consulting
- Conducted market and consumer research through primary data (surveys/focus groups) and by analyzing trends on data collected through Qualtrics, IBISWorld, Nielsen and eMarketer and presented recommendations based on findings with a pitch deck
- Formulated recommendations for the Pinterest marketing team based on their brand perception to help them reach untouched demographics

**WARNER MUSIC GROUP**

Los Angeles, CA

*Summer Marketing Intern*

- Assessed competitor strategies and conducted market research in order to formulate new ideas on how to organize and promote a hypothetical album and tour release by using go-to-market strategies to promote the artist's projects
- Conducted social media marketing research on popular trends and monitored artist social media accounts to track Warner's social media presence and to create a framework for future Warner social media posts

## SKILLS & INTERESTS

- A/B testing, Google Analytics, Survey Monkey, Hubspot, Microsoft Suite (Excel, Word, PPT); Adobe Creative Cloud (Acrobat, Illustrator, Basic Photoshop), HTML/CSS/JS
- Korean, Elementary French