

# Hannah Y. Choi

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## EDUCATION

**PEPPERDINE CARUSO SCHOOL OF LAW**

Malibu, CA | Class of 2023

**UNIVERSITY OF CALIFORNIA, BERKELEY**

Berkeley, CA | Class of 2017

B.A. Mass Communications

## WORK EXPERIENCE

### **VINCENT S. DALSIMER MOOT COURT COMPETITION**

Malibu, CA | Aug 2021- Jan 2022

*Problem Writer*

- Researched current legal issues and analyzed problems with circuit splits
- Created a problem based on the 4th amendment right of freedom of speech and how it would apply in a public university forum analysis

### **CHILDREN'S LAW CENTER**

Monterey Park, CA | Jun 2021-Aug 2021

*Writ and Appeals Law Clerk*

- Assisted the Writ and Appeals team by attending mediations, trials and depositions and collected information relevant to the issues of each case
- Conducted legal research on the nuanced topic of immigration and citizenship status of children in the U.S. and how changing names on birth certificates would apply subsequent to the child's birth
- Composed a legal brief based on my research utilizing Westlaw and LexisNexis

### **SURKUS**

Hollywood, CA | Aug 2017- Jan 2018

*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**

San Francisco, CA | Jun 2016-May 2017

*People Operations: Global Benefits Intern*

- Redesigned internal site and related webpages for the Global Benefits team and Global Mobility team with original graphics, customized color palettes and Atlassian Confluence
- Created HTML email marketing templates for the mobility, people operations and benefits team and new recruitment templates that reflected perks based on regions and the 2016-2017 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 | Jan 2016-Sep 2016

*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 strategy on how to market the Salesforce CRM platform to the various markets by size of company

## SKILLS, ACTIVITIES & INTERESTS

- Asian Pacific American Law Student Association, Multicultural Law Caucus, KFAM Volunteer (2019-2020)
- WestLaw, LexisNexis, Microsoft Suite (Excel, Word, PPT); Adobe Creative Cloud (Acrobat, Illustrator, Basic Photoshop), HTML/CSS
- Courses: Entertainment Law; Entertainment Seminar: TV; IP Survey; Patent Law
- Languages: Korean, Elementary French