

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

CHILDREN'S LAW CENTER

Monterey Park, CA | Jun 2021-Aug 2021

Writ and Appeals Law Clerk

- Researched novel issues regarding children's immigration and birth certificates to create a memo/template on how to proceed in client appeals
- Provided legal research and writing support in partnership with the Writ & Appeals team for teenage immigrant mothers

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; new recruitment templates that reflected perks based on regions and the 2016-2017 global benefit booklets

SALESFORCE – UC BERKELEY CMG: STRATEGY CONSULTING

Berkeley, CA | May 2016-2017

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

PINTEREST – UC BERKELEY CMG: STRATEGY CONSULTING

Berkeley, CA | Feb 2016-May 2016

Contract Business Analyst

- 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
- Formulated recommendations for Pinterest based on their brand perception to help them reach untouched demographics

WARNER MUSIC GROUP

Los Angeles, CA | Jun 2015-August 2015

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, 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