

HANNAH CHOI

Creative Strategic Multi-faceted

Tel. 818 456 2004

Email. hannahyurichoi@gmail.com

Website. hannahyurichoi.github.io

Portfolio. behance.net/hannahyuri49f4



WORK EXPERIENCE

• Uber Technologies / 2016 - 2017

People Operations Intern - Re-designed Global Benefits team page using Sketch, HTML/CSS and Atlassian Confluence, Conducted internal audit of outdated plans utilizing Microsoft Excel

• CMG Strategy Consulting / 2016-2017

Contract Project Manager (Salesforce) - Co-led a team of 6 analysts on strategy implementations and ideations for the Salesforce Sales and Strategy team

Contract Business Analyst (Pinterest) - Conducted research for Pinterest using Nielsen and eMarketer on how to reach a niche audience and developed actionable strategies for the company

• Warner Music Group / 2015

Marketing Intern - Assessed competitor strategies & 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



EDUCATION

• University of California, Berkeley / Graduated 2017

B.A. Communications - Foundations of Data Science, Marketing Strategy, Visual Communications, Effects of Mass Media, Social Media & Virtual Communities

• Graphic Design / 2017

University of California, Berkeley - Graphic Design Principles, Web Design, Human-Computer Interactions, Innovative Design CMYK Workshops

Glendale Community College - Digital Illustration, Typography

Technical Applications

Google Suite

Illustrator

Sketch

HTML/CSS/JS

Languages

English

Korean

French
Mandarin



PERSONAL SKILLS

Analytical Skills



Communication Skills



Time Management Skills



INTERESTS



Reading



Baking



Painting



Traveling



Camping



Singing