

Hannah Yoo



✉ hannahyoo@gmail.com

☎ 562-714-1156

📍 Cerritos, CA

EDUCATION

University of Southern California, Marshall School of Business, Annenberg School of Communication

B.S. in Business Administration, B.A. in Communications

May 2015

OBJECTIVE

To continue to grow my brand as a successful marketing professional through exposure, experience and execution.

EXPERIENCE

Pulmuone Foods USA *Product Manager / Former Assistant Product Manager*

October 2015 – Now

- Manage the Tofu category and oversee the Wildwood and Nasoya Foods brands encompassing new product development and creating overall brand strategy for Foodservice, Club, and Retail products.
- Develop new product ideations and consumer communication plans through comprehensive consumer and product research and insight to help build strong brand equity
- Create project timelines and manage product lifecycles from ideation to product launch by working with R&D, graphic design, purchasing, operations, sales, etc.
- Create monthly P&L reports and goals by brand, category and product to track monthly and yearly progress and create strategies to grow and maximize market share
- Research, track and create presentations on market and competitive trends
- Conduct and lead focus group discussions and create online surveys to compile consumer insight reports
- Work in conjunction with agencies and other companies to manage websites, social media platforms, create new designs and POS, and execute marketing plans.
- Assist in planning and coordination of trade shows such as Natural Foods Expo West and Produce Marketing Association

Fox Filmed Entertainment *Finance Intern*

February 2014 – May 2014

- Updated box office performance
- Performed various tasks on excel for budgets and forecasts
- Updated international television contract summaries

First Financial Credit Union *Marketing Intern*

June 2013 – August 2013

- Worked closely with Vice President of Marketing to learn company vision, marketing plan and future goals
- Developed and presented a new marketing plan with group of 4 interns to executive panel

INTERESTS & SKILLS

Interests: Sports, Outdoors, Hiking, Food, Desserts, Technology, Movies

Technical Skills: Word, PowerPoint, Excel, Pages, Keynote, Prezi