

EXPERIENCES

ArtPower at UC San Diego

La Jolla, CA

*Associate Director of
Marketing and Communications*

May 2015 – current

- Envision, plan, and execute all marketing and communications strategies (internal and external media), plan and oversee multiple budgets, and manage project timelines, including media buys, as well as the creation of 90% of the graphic design
- Identify, generate, and execute new marketing opportunities to increase brand awareness and grow ticket sales revenue and leads
- Lead team through two rebranding projects—logo, website, and brochure redesign
- Supervise the University Box Office—a team that serves over 200 events on campus. Duties include overseeing the monthly ledgers of financial journals, managed the transition to a new ticketing software for the UC San Diego campus, and implementing additional customer service training and staffing
- Work closely with development to create new fundraising initiatives, including the addition of Young Patrons and Corporate Sponsorship program

Bard College, The Richard B. Fisher Center for the Performing Arts

Annandale-on-Hudson, NY

Associate Marketing Manager

July 2011 – April 2015

- Implemented and managed the Fisher Center's online communications and social media efforts, including website content and newsletter
- Responsible for the creation of all digital content for the performing arts center—including scripting, preparing, editing, and producing video and audio content
- Oversaw the development, production, and distribution of all promotional materials from brochures, to print advertisements, to radio sponsorships. Planned and budgeted all local, national, and international advertising
- Envisioned, planned, and executed external media strategies, advertising, and promotion. Developed marketing partnerships, sponsorships, outreach campaigns, and collaborations with educational groups, corporations, and community groups
- Led the website redesign team, including creating the sitemap, drafting the initial design and concept, and managing the project timeline

Hotel Elephant

New York, NY

*Director of Marketing and Public
Relations*

February 2011 – April 2015

- Responsible for writing and pitching all press releases and stories, as well as cultivating press relationships.
- Managed Hotel Elephant's website content, including redesign of the site, from discovery to design, to implementation
- Planned and executed communications, marketing, and audience development strategies
- Wrote, created, and designed all digital and print material

Longy School of Music

Cambridge, MA

*Marketing and Public
Relations Manager*

October 2007 – June 2011

- Responsible for the creation, production, and distribution of all marketing materials for the Conservatory
- Oversaw all aspects of public relations, including writing, pitching, and distributing press releases and stories and cultivated Longy's relations with local and nation media community
- Initiated and managed relationships with a variety of external vendors, including graphic designers, webmaster, print houses, and advertising agencies

EDUCATION

Longy School of Music

Cambridge, MA

Master of Music, Flute
Performance

UC San Diego

La Jolla, CA

Bachelor of Arts, Music
Minor: Economics
Provost's Honor List

EXPERTISE

Computer

Adobe Creative Cloud (InDesign, PhotoShop, Illustrator, Dreamweaver, Premiere Pro),
WordPress, Microsoft Suite (Word, Excel, PowerPoint), Google Suite, HTML, CSS, Final Cut
Pro X, JavaScript, Node.js

Ticketing Software

AudienceView, Paciolan, Tessitura

Email Marketing

Constant Contact, Mail2, MailChimp, PacMail (Cheetah Mail)

Language

Fluent in Mandarin

Professional Training

Six Sigma Yellow Belt; Rady School of Management Professional Development
Certificate in Leadership (in progress); Supervisory Training Laboratory (UC San Diego);
Training Program: The Exchange, National Conflict Resolution Center; Fullstack Web
Development Bootcamp (in progress)

ADDITIONAL ACTIVITIES

UC San Diego Student Life Sunshine Committee

Member

La Jolla, CA

A committee that promotes work/life balance within the Student Life division
at UC San Diego

Aussie Rescue San Diego

Volunteer

San Diego, CA

Manage all digital content, including website and social media

Freelance UI/UX Designer

San Diego, CA

Help non-profits design and execute their web design needs via Wix.