

KATHERINE LUO

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• Design Portfolio www.behance.net/katluo •

EDUCATION

University of California, Berkeley | Berkeley, CA

Bachelor of Science in Business Administration, Minor in Nutritional Science

May 2019

Coursework: Brand Management and Strategy, Product Branding and Branded Entertainment, Consumer Behavior

CareerFoundry | Online

Certificate in UI Design

February 2021

Coursework: Intro to UI Design, UI Immersion, UI Specialization, Frontend Development

PROFESSIONAL EXPERIENCE

Skillz Inc | San Francisco, CA

Creative Marketing Coordinator

June 2019 – Present

- Analyze performance marketing metrics of creatives to improve upon them through iterations and further creative testing
- Conduct market research on competitor advertisements and draw insights on advertising trends
- Conduct research on specific game genres to identify areas of improvement in advertising, product, and product design
- Brainstorm user-generated content skit ideas and work with actors on Backstage to produce them as acting director
- Manage the workflow of a team of 7 freelance designers and copywriters through Wrike, a project management tool
- Act as production artist by assisting the Senior Graphic Designer on static ad designs through Photoshop
- Ideate, design, and produce interactive ads using AppOnboard Studio to be sent to programmatic ad networks and Facebook

COBA, The Coffee Bar | Berkeley, CA

Chief Marketing Officer

May 2018 – Present

- Founding member in charge of all marketing activities including overall strategy, brand identity, and advertising strategy
- Conduct customer interviews to better understand different customer segments and to better communicate the value proposition
- Copywrite all COBA materials including but not limited to presentation decks, email campaigns, blogs, and advertisements
- Design COBA's marketing and business materials including packaging, caddy's, business cards, and banners
- Support in all COBA related activities including product production, customer events, pitching to VC's, and more

ENGIE Services U.S. | Oakland, CA

Research Analyst, Marketing Intern

June 2017 – May 2019

- Conducted in-depth research on target customer verticals and state conditions to assess where the company should invest its resources
- Planned, coordinated, and executed a pilot program to test Yammer's capabilities as a platform for disseminating market information
- Researched and presented on industry topics and trends that upper management utilized to make crucial business decisions

LEADERSHIP AND EXTRACURRICULARS

Food, Entrepreneurship, Equity, Development (FEED) | Berkeley, CA

Project Manager

Jan 2017 – Dec 2017

- Managed and advised teams of five on a client case by delegating tasks, organizing weekly meetings, and scheduling project timeline
- Worked on an internal project to develop processes for more effective and efficient transfers of information and leadership roles
- Consulted for a nonprofit, Oakland Bloom, on website development and social media strategy to increase community awareness

Berkeley ABA | Berkeley, CA

Community Service Chair

Sep 2016 – Dec 2016

- Led a committee of eight and taught them professional development skills while guiding them on a consulting project
- Worked on a corporate consulting project for Uniqlo to help them further develop and establish their social responsibility program
- Planned and coordinated a large-scale community volunteering event with the entire club of over 80 people

SKILLS AND INTERESTS

Technical: Adobe Creative Cloud (Photoshop, Illustrator, Premiere Pro, After Effects, Lightroom), Sketch, InVision, Procreate, HTML, CSS, JavaScript, Wrike, JIRA, Tableau, AppOnboard Studio, Microsoft Office Suite (Word, PowerPoint, Excel),
Language: Chinese (Fluent)
Interests: Health, Nutrition, Exercise, Cooking, Drawing, Food Photography, Entrepreneurship, Weightlifting, Design