

EMILY LIU

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EDUCATION

University of California, Berkeley | May 2018

B.S. Economics, B.A. Sociology

Creative Writing Minor

GPA: 3.65

SAT: 2340

M: 800 | CR: 800 | W: 740

WORK EXPERIENCE

Chegg, Inc. | Santa Clara, CA

May 2015 – Sep 2015

Sales & Business Development Intern, Marketing Design Specialist

- Prospected for new business and renewals for Chegg Enrollment Services via Salesforce; closed 33% of all contracts.
- Creates digital media content such as scholarship flyers, social media graphics, and client emails sent to 100k+ students, as part of the Marketing Design division. Conducted controlled research on digital media efficacy.

Huckle | Berkeley, CA

Mar 2015 – May 2015

Marketing Intern

- Spearheaded #HuckleHunt initiative to create brand awareness on UC Berkeley campus via social media sites (Facebook, Twitter, Instagram), generating 15,000+ impressions on top Facebook post.
- Developed voice of Huckle, monster mascot, and initial presentation of brand to the UC Berkeley student body.

Chegg, Inc. | Santa Clara, CA

Aug 2014 – Apr 2015

Social Media Correspondent & Copywriter

- Wrote 20+ weekly blog articles advising high school students transitioning to college, producing 3k+ views.
- Bolstered voice of Chegg through email or promotional copywriting, i.e. Halloween-themed College Admissions Counselors advertising campaign, advertorial for international partner university.

Marketing Intern, High School Programs

Jun 2014 – Aug 2014

- Generated 100,000+ inquiries by high school students through Zinch email marketing efforts.
- Developed the voice of “Chegg for High School” content by writing copy and related content for launch, including welcome emails, 9+ SEO college exploration landing pages, and textbook service rush emails.
- Generated recommendations to improve consistency of brand marketing to VP of Marketing by auditing copy used in Chegg Study service advertisements: on-site, house, and paid marketing ads, email campaigns, and internal communications.

LEADERSHIP EXPERIENCE

Berkeley FBLA-Phi Beta Lambda | Berkeley, CA

Vice President of Membership, Past Publications Chair

Jun 2015 – present

- Mentored 7 committee members in technical skills in Adobe Creative Suite and design process thinking.
- Facilitated Photoshop open workshop to 50+ PBL general & committee members, officers, and executives.
- Utilized knowledge of Photoshop and Illustrator to create 60-page Yearbook to commemorate the semester’s activities and demonstrate learned skills, advertised and distributed to 45+ members of PBL.

>PLAY Digital Media and Technology Conference | Berkeley, CA

Undergraduate Design Intern

Sept 2015 – Oct 2015

- Designed flyers and social media graphics to promote keynote speakers, panelists, and events, reaching 7k+ on Facebook.
- Spearheaded initiative to develop >PLAY 2015 brand image and strategy, through social media, email, and flyers.

Marketing Community at Berkeley (MComm) | Berkeley, CA

Internal Vice President, External Committee Director

Aug 2015 – May 2015

- Created content for large-scale “Engineers Week” marketing campaign on Facebook and Instagram, producing 5k+ views.
- Secured attendance of recruiters from 8 companies (i.e. Nielsen, Unilever, Cisco) for “Careers in Marketing” Career Fair.

AWARDS

- **1st place (5 out of 5 events), FBLA-PBL State Business Leadership Conference 2015:** Entrepreneurship Concepts, Marketing Concepts, Retail Management; Business Ethics; Marketing Analysis & Decision Making.
- **Top 20 Finalist, DECA International Career Development Conference 2014:** Advertising Campaign (ADC) event, written plan of 11 pages & presentation about GoldieBlox, engineering game for young girls.
- **1st place, DECA State Career Development Conference 2014:** Advertising Campaign (ADC) for GoldieBlox.

SKILLS & INTERESTS

- **Technical Skills:** Photoshop, Illustrator, InDesign, HTML, CSS, Microsoft Office, WordPress, Responsys, Adobe Campaign, Tweetdeck, Salesforce/Pardot
- **Languages:** French (proficient), Mandarin (proficient), Korean (intermediate)
- **Interests:** Creative writing (prose), spoken word poetry, graphic design, music