

# Charmaine Chiu

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## EDUCATION

**University of California, Berkeley** – Berkeley, CA  
B.A. Media Studies, Creative Writing Minor

May 2017  
Overall GPA: 3.71

## WORK EXPERIENCE

**KIND Beijing, an Ogilvy & Mather Company** – Beijing, China

Jun. 2014 – Aug. 2015

*Digital Innovation Intern*

- Initiated and conceptualized digital solutions using up-and-coming innovative technologies to market, revamp, and rebrand multinational Fortune 500 companies and their products, including a division of a \$180 billion refreshments company
- Conducted sector overview, and comparable companies and products analysis to develop advertising strategies and create a customer brand experience for a Chinese dairy company
- Generated 3 monthly digital newsletters by curating relevant news from the technology industry, sent to 2,000 employees

**Robert Bosch China GmbH** – Shanghai, China

Jun. 2014 – Jul. 2014

*Business Development Intern*

- Compiled, researched, and presented analyses on mega-trends and social issues in China, in order to evaluate market for new potential products in the healthcare and IOT industries
- Monitored and collected news regarding Chinese global surveillance and security industry, and the Chinese power tools industry into a newsletter, sent out to the business development department to inform and update them about the industries
- Translated company products and news from Mandarin to English and vice versa to accommodate international clients

## LEADERSHIP & EXTRACURRICULAR ACTIVITIES

**Haas Technology Solutions** – Berkeley, CA

Mar. 2014 – Present

*Computer Consultant*

- Manage computer lab operations and support over 50 graduates and undergraduates with front-line technological support
- Troubleshoot, operate and upgrade technology including laptops, computers, printers, and computer software
- Interface with customers and lab supervisors to address, escalate, or resolve questions about technical issues

**LAUNCH, UC Berkeley Startup Competition** – Berkeley, CA

Nov. 2014 – Apr. 2015

*Marketing Associate*

- Facilitated the logistics and execution of the final round of the startup accelerator program for 10 finalist teams with over \$60,000 in prizes, including liaising with VIP keynote speakers, checking in attendees, and managing the run of competition
- Worked with marketing VPs to craft social media strategy and supported content generation including tweets, Facebook posts, and blog postings to capture a new live stream audience of over 4,500 people online

**EthiCAL Apparel** – Berkeley, CA

*President*

May 2014 – Dec. 2014

- Spearheaded recruiting efforts, leading to a 233.3% increase in applications from the previous semester
- Managed 8 executive board members, including developing marketing and sales strategies to ensure that all activities were aligned with EthiCAL's mission
- Implemented business strategies and conducted research to incorporate ethically sourced apparel into product mix

*Director of Sales*

Dec. 2013 – May 2015

- Trained 10 marketing and sales associates in proper email etiquette, outreach techniques, and provided individual feedback to encourage professional development and ensure good customer relations

## COMMUNITY SERVICE

**ImpACT** – Oakland, CA

Oct. 2014 – Apr. 2015

*Volunteer*

- Created kindergarten to first grade level science curriculum and led a class of 12 schoolchildren
- Motivated young immigrant children to participate in group activities and interact in English
- Inspired underprivileged elementary schoolchildren to read books and aspire to attain college education

## SKILLS

- Technical Programs: Microsoft Office, Mac, PC, Adobe (Lightroom, Photoshop, Premiere Pro), WordPress, Squarespace
- Languages: Chinese Cantonese – Fluent, Chinese Mandarin – Fluent
- Interests: Traveling, skiing, cooking, scuba diving, photography