

GRACE YAO HOU

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Education | UNIVERSITY OF ILLINOIS at URBANA-CHAMPAIGN M. Science in Advertising GPA: 3.4/4.0

Champaign-Urbana, IL
Dec 2013

XIAMEN UNIVERSITY B. Arts in Advertising GPA: 3.7/4.0

Xiamen, P.R. China
July 2012

Work Experience | SALES AND MARKETING INTERN @ MANDARIN QUARTERLY MAGAZINE

May 2013 – Aug 2013, Chicago, IL

- ✓ Participated in print ad sales and promotion: engage prospective clients/subscribers & maintain current advertising clients
- ✓ Engaged potential clients by editing and mailing out hundreds of cover letters, including various industries
- ✓ Collaborated the delivery of newsletters to current advertising clients on a weekly basis
- ✓ Managed CRM system: originated and maintained hundreds of companies' contacts into the system
- ✓ Accomplished competitor analysis based on online-collected and offline information
- ✓ Coordinated promotional & networking events for advertising clients and local socialites
- ✓ Assisted in the distribution of magazines: established distribution list for expanded business in New York City & mailed out hundreds of magazines to subscribers and advertising clients

MARKETING INTERN @ HANGZHOU DAILY PRESS GROUP

June 2011 – Sept 2011, Zhejiang, P.R. China

- ✓ Maintained official blogs to increase interactions with audiences
- ✓ Coordinated the execution and external promotion of multiple publicity events for clients including Yum! Brands
- ✓ Designed two e-magazines for a local bank to deliver the brand image
- ✓ Assisted in the production of advertising videos and articles for a local art gallery
- ✓ Collaborated the conceptualization and design of marketing campaigns for government initiatives

ADVERTISING INTERN @ HANGZHOU ELECTRONICS COMPANY

June 2009 – Aug 2009, Zhejiang, P.R. China

- ✓ Assisted in the production of advertisement content, including visual design duties

Project Experience | GOOGLE ADWORDS CAMPAIGN

March 2013-June 2013, Champaign-Urbana, IL

- ✓ Launched a Google AdWords campaign for a local Chinese restaurant (Rainbow Garden)
- ✓ Achieved 30% increase in online sales and high impressions count (90000+)
- ✓ Conducted marketing analysis and implemented SEO and Google AdWords/Analytics skills

SOCIAL MEDIA AND BRAND-CONSUMER RELATIONSHIP Apr 2013-Dec 2013, Champaign-Urbana, IL

- ✓ Demonstrated the effectiveness of brand pages in developing brand-consumer relationship between fast fashion brands and young consumers
- ✓ Generated consumer insights from netnography and face-to-face interview

CHILDREN'S PERCEPTION OF SNACK'S PACKAGEING Oct 2012-Dec 2012, Champaign-Urbana, IL

- ✓ Measured the influence of packaging design on children's perception of snacks
- ✓ Identified children's decision making process of product selection

THE VICISSITUDE OF COMMERCIAL CREATIVITY IN CHINA

Undergraduate Research Assistant

Oct 2010-Jan 2011, Xiamen, P.R. China

- ✓ Engaged in research on the vicissitude of commercial creativity in China
- ✓ Collected many advertisements' academic analysis and research
- ✓ Analyzed a wide array of restaurants' commercials and advertising journals

Skills | MARKETING RESEARCH: Conducted marketing research and produced detailed reports by both quantitative and qualitative methods

MARKETING STRATEGIES: Managed a variety of integrated marketing strategies for various brands, including offline and online marketing approaches

VISUAL DESIGN: Designed logos, CI system, and print ads for different brands and products to enhance brand image

Technical Skills | General: MS Access/Excel/PowerPoint/Word/Visio ▪ Zoho

Analytics: Dedoose ▪ Minitab ▪ Origin ▪ SPSS ▪ SAS

Visual Design: Adobe Illustrator/InDesign/ Photoshop/Premier ▪ ZineMaker ▪ Gephi

Languages: HTML/CSS/JavaScript/SQL

To whom it may concern,

I learned of the opening for a SEO Marketing Specialist at Taxi5.us from Zhidian.us and am very interested in this position. With my undergraduate and graduate academic background in advertising and pertinent work experience in advertising, marketing, and sales, I believe I am the ideal candidate for this position and will make a valuable contribution to the listed requirements.

This position places a focus on online marketing, which, as a fresh-off-the-press Advertising graduate, I have had plenty of working knowledge of. I have grown proficient with marketing research and also marketing strategy after accomplishing various marketing projects. Last semester, I launched a Google AdWords campaign for a local Chinese restaurant (Rainbow Garden) in the Champaign-Urbana area. To develop the marketing strategy, I conducted competitor analysis, explored consumer insights, and exploited the power of keyword/SEO and Google Analytics resulting in the restaurant's online order increase by 30% over a period just shy of our spring semester on a mere \$250 budget.

As a sales and marketing intern at a native Chicagoan magazine start-up (Mandarin Quarterly) this past summer, I honed my interpersonal and communication skills by reaching out to prospective and existing subscribers and clients. I was responsible for the development and expansion of the CRM database (800+). I delivered newsletters to clients on a weekly basis and also I conducted a thorough competitor analysis (5+ magazines). Previously, I have also interned at a Chinese newspaper group (Hangzhou Daily Group) where I was responsible for conceptualizing online media content, maintaining blogs, and coordinating publicity events.

Generally, I am professional in online marketing, including SEO, email marketing, social media, Google AdWords, and Google Analytics. I have passed Google AdWords certification exam and I have knowledge of website building languages, including HTML, CSS, Ruby, and SQL. I would love to contribute to the success of Taxi5.us with not only my academic and varied professional experience but also energetic and innovative aptitude.

Enclosed is a copy of my resume with additional information regarding my qualifications and experience. Thank you very much for your consideration and I look forward to engaging with you further regarding the aforementioned opportunity.

Best,

Grace

Grace Yao Hou

Master of Science in Advertising 2013

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