

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 to them in 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 extended 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
- ✓ Participated in 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+)
- ✓ Proficient with SEO, Google AdWords/Analytics

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
- ✓ Conducted netnography and face-to-face interview to understand consumer insights

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

- ✓ Discovered the influence of packaging design on children's perception of snacks
- ✓ Understood 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