

# HANNAH Y. CHOI



## CONTACT

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## SKILLS

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- Design software (Adobe Suite)
- Visual communication
- Marketing (Qualtrics, Google Analytics, HubSpot, A/B Testing)
- Microsoft Suite (Word, Excel, PPT)

## EXPERIENCE

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### SURKUS

Marketing Associate  
Hollywood, CA

- Created marketing materials for technology trade shows, HubSpot pages, and Instagram user engagement posts
- Managed the Surkus HubSpot pages and wrote HTML to better engage users with the platform

### KCRW

Spring Marketing Intern  
Santa Monica, CA

- Worked with street marketing team to increase community engagement with emerging artists
- Assisted Events team with marketing materials for the annual KCRW masquerade ball

### UBER TECHNOLOGIES

Internal Marketing Intern  
San Francisco, CA

- Redesigned internal site and related webpages for the Global Benefits and Mobility team with original graphics and Atlassian software for consistent branding
- Created HTML email marketing templates for the Mobility, People Operations, and Benefits team to better engage internal communications in the company
- Utilized Microsoft Excel formulas to aggregate data from company data sets to create communicative charts reflecting benefit market trends

### PINTEREST

Berkeley CMG: Business Analyst  
Berkeley, CA

- Conducted market research with personally collected survey data of college students nationwide
- Predicted and analyzed trends through Qualtrics, Nielsen, Survey Monkey and eMarketer models
- Formulated recommendations for the Pinterest marketing team based on the company's brand perception to help them reach untouched demographics and presented these findings through a customized pitch deck

## EDUCATION

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UNIVERSITY OF CALIFORNIA, BERKELEY  
Bachelor of Arts, Mass Communications

PEPPERDINE UNIVERSITY  
Juris Doctorate

