

# Jamie Allison Hu

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## EDUCATION

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### University of California, Santa Barbara (UCSB)

September 2015 – June 2019

- Letters & Science Honors Program (Cumulative GPA: 3.89)
- Bachelor of Art in English, Dean's Honors
- Double Minors in Visual Art and Professional Writing (Professional Editing Specialization)

## EXPERIENCE

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### Associate Copywriter

October 2019 – June 2020

Sonos

- Wrote and edited copy for customer relation management and marketing emails
- Wrote and edited copy for in-app messages and social media channels
- Wrote and edited copy for ribbons, banners, and standing copy on the company website
- Participated in design for customer relation management and marketing emails

### Brand Editorial Intern

June 2019 – September 2019

Sonos

- Wrote and copyedited stories for the website blog
- Wrote and edited copy for social media, landing pages, and other digital communications
- Initiated writing and design projects for internal communications
- Assisted with scriptwriting on films for marketing

### Copyeditor, Webmaster, and Editorial Intern

September 2017 – June 2019

UCSB Humanities and Fine Arts (HFA) Division

#### **Copyeditor** (University Credit), January 2019 - June 2019

- Edit articles from other student writers using AP Style

#### **Webmaster** (\$13/hour), January 2018 – December 2018

- Proofread and posted articles from other student writers
- Managed format and assisted in the redesign of the HFA website for visual appeal and readability
- Promoted HFA activities on its official Twitter, Instagram, YouTube, and Facebook accounts

#### **Editorial Intern** (University Credit), September 2017 – December 2017

- Conducted research and wrote articles on HFA events, students, faculty, and alumni
- Promoted these articles on HFA social media sites

## SKILLS

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- Trilingual in English (fluent), Mandarin Chinese, and Spanish
- Proficient in Microsoft Office Suite, G Suite, SquareSpace, Procreate, Photoshop, Figma, Sketch
- Social media: Twitter, Facebook, Instagram, LinkedIn, Pinterest

## ACHIEVEMENTS

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### Marketing/Copywriting

- Participated in email and app communications that contributed to a backorder of soundbar Arc
- Wrote and edited two blogs that appeared on the official website blog at Sonos

### Visual Art

- Created the "Muslims Welcome" painting of the Statue of Liberty hugging a Muslim woman that garnered wide attention on Instagram and Twitter. Image used by author and YouTuber Hank Green in a fundraising campaign for the American Civil Liberties Union (ACLU) (2017)

### Logo and Icon Design

- Developed a website icon for author and YouTuber Jenna Moreci (2017)
- Created the official logo for the UCSB HFA website (2017)