

Jamie Allison Hu

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EDUCATION

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

Marketing Associate

August 2020 – Present

Cleverific Inc.

- Construct and schedule email campaigns and in-app messaging
- Write and edit copy for landing pages and blog posts
- Manage SEO for all blog posts and website pages
- Manage YouTube channel (including how-to videos and SEO)

Associate Copywriter

October 2019 – June 2020

Sonos

- Wrote and edited CRM & marketing emails, in-app messages, website copy, and social media posts
- Participated in design for customer relation management and marketing emails

Brand Editorial Intern

June 2019 – September 2019

Sonos

- Wrote and edited for the blog, 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

- Managed format and assisted in the redesign of the HFA website for visual appeal and readability

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

- Research for, wrote, and promoted articles on HFA events, students, faculty, and alumni

ACHIEVEMENTS

Marketing/Copywriting

- Wrote essential copy for 2 legacy product transitions that resulted in almost no customer backlash
- 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/Logo and Icon Design

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

SKILLS

- **Applications:** Microsoft Office & G Suites, SquareSpace, Procreate, Photoshop, Figma, Sketch, Drip, SEMRush, Helpscout (Beacons & Messages), Screenflow
- **Social media:** Twitter, Facebook, Instagram, LinkedIn