

Jamie Allison Hu

Address:

1140 Bel Air Dr.
Santa Barbara, CA 93105

Site: jamieahu.com

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

Cleverific Inc

August 2020 – September 2022

- Constructed and scheduled email campaigns and in-app messaging
- Wrote and edited copy for landing pages and blog posts
- Managed SEO for all blog posts and website pages
- Created and edited how-to videos for a YouTube channel
- Tracked metrics for YouTube videos, website, and email campaigns

Associate Copywriter

Sonos

October 2019 – June 2020

- 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

Sonos

June 2019 – September 2019

- 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

UCSB Humanities and Fine Arts (HFA) Division

September 2017 – June 2019

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

SKILLS

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

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