



Skills and Abilities

Computer Adobe Creative Suite, HTML, CSS, Javascript, Microsoft Office on both PC and Mac platforms
Languages English, Mandarin, Taiwanese (fluent), Japanese (conversational), Spanish (basic)

Education

University of California, Berkeley May 2007
B.A. in Mass Communications GPA: 3.5
Meiji Gakuin University Yokohama, Japan
Global Studies Program August - December 2006

Portfolio

www.stillhouette.com

References

Available upon request

Experience

Equilar, Inc.

Senior Marketing Associate

Redwood Shores, CA

October 2009 - present

- Designed, implemented and maintained product websites and collateral for *C-Suite Insight* (print magazine for C-level executives with a readership of 10,000+), *WealthAtlas* (professional networking site for wealth managers) and *Top 25 Survey* (product aggregating private executive compensation data for Fortune 1000 companies)
- Planned, coordinated and implemented two-day Executive Compensation Summit in Washington, D.C. with multiple tracks, an exhibit hall, and breakout sessions for 350+ attendees
- Managed redesign of company website from wireframe to production (www.equilar.com)
- Hired, trained and managed junior web designer

Marketing Associate

August 2007 - October 2009

- Researched, developed and managed system for tracking leads from email campaign to website visit, saving organization \$17K per year
- Designed, implemented and tracked marketing campaigns, newsletters and product announcements that led to an increase in qualified web traffic from 4,000 visitors a month to over 30,000
- Solely responsible for the design and distribution of all print and online client-facing collateral
- Planned, coordinated and implemented inaugural client advisory board events with 30 senior management personnel from Fortune 100 companies in attendance
- Coordinated and managed logistics for bimonthly webinars with over 600 registrants
- Worked closely with the Product Development, Research and Sales teams to develop marketing and branding strategy

Greenlight Magazine

Web/Marketing Intern

San Francisco, CA

June 2006 - June 2007

- Developed strategy and redesign of website to increase web traffic and better cater to readership of 20,000
- Collected website statistics and prepared a weekly report for internal circulation
- Wrote promotional copy and designed online and web banners and advertisements
- Spearheaded a blast email campaign to promote the Fall 2006 issue
- Designed and implemented Winter and Summer 2007 issues

The Daily Californian

Photographer/Photo Processor

Berkeley, CA

January 2005 - May 2006

- Photographed local events for newspaper, reaching 42,000 readers
- Selected and edited photographs for print and web publishing

Interests

Photography (2008 National Geographic International Photo Contest Feature), typography, and NPR