

AMBER HSU

DIGITAL MARKETING

WORK EXPERIENCE

Amazon: Marketing Specialist Intern (AWS)

June 2019 - Sept 2019

- Designed email programs to drive the number of AWS signups on the Global Acquisitions team
- Developed lead-relevant marketing content and specified segments pool for email nurture programs on Marketo
- A/B tested email optimizations and analyzed engagement metrics to iterate and improve on content

The Daily UW: Writer

Jan 2019 - Present

- Conduct interviews and write monthly news articles for the school newspaper to raise student awareness of events and issues regarding the campus community.
- Collaborate with illustrators and photographers to produce multimedia content for www.dailyuw.com.

MEDEX Northwest: Student Assistant

Oct 2017 - Present

- Transfer physical electronic copies of student information to digital systems to be more easily accessible for office personnel.
- Organize clinical rotation information on various digital educational platforms incl. Exxat, Canvas, Filemaker, etc.

UW Night Market:

Marketing Director

Aug 2017 - Jun 2018

- Created digital marketing strategy on social media platforms to attract 8000+ people to the largest student-run event at the UW.
- Led marketing team to create and distribute all promotional material (incl. digital graphics, videos, and physical posters).
- Coordinated outreach to UW organizations and media outlets for cross-promotions to broaden marketing audience.

Social Media Coordinator

Dec 2016 - July 2017

- Worked with Marketing Dir. to create a 6 month social media marketing plan for the official Facebook and Instagram accounts.
- Analyzed social media insights and optimized content type and posting frequency to drive audience interaction with our posts.
- Increased the number of audience responses on the Facebook event page by 470.4% from the previous year.

CONTACT

- ambrhsu@gmail.com
- (206) 697-9662

EDUCATION

University of Washington

Exp grad. June 2020

- BA, English Language and Literature
- BA, Biochemistry

SKILLS

- Adobe Marketo
- Adobe Creative Suite
- Marketing automation
- Campaign optimization
- Marketing analytics
- Lead segmentation
- Professional written copy

EXTRACURRICULARS

Healthcare Alternative Spring

Break: Marketing Director

June 2018 - Aug 2019

- Led team to promote the annual club trip with info sessions, posters, and campus outreach.
- Maintained the club's social media and manage a bi-weekly newsletter to promote club activities.

Taiwanese Student

Association: Officer

Oct 2016 - Present

- Work in teams to plan, market, and execute events that promote Taiwanese culture on campus.
- Act as club liaison and reach out to on and off-campus organizations for collaborations and cross-promotions.