Julia Hsu

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WORK EXPERIENCE

Pho Viet **Liberal, Kansas**

Marketing & Operations Manager *Jan 2024 - Present*

- Manage day-to-day business operations, including inventory, supplier communication, purchasing, financial administration, and customer-facing initiatives.
- Planned and created promotional materials, redesigned menus, and introduced five new boba drinks, contributing to a 20% increase in overall sales.
- Use customer feedback, sales trends, and product performance to identify opportunities for new menu items and promotions.
- Develop digital and in-store marketing materials to maintain consistent brand messaging and increase customer engagement.

Digital Designer **Remote**

Brand & Digital Content Consultant *Dec 2024 - Present*

- Create custom branding and digital content for Twitch and YouTube creators, including thumbnails, animated intros and outros, stream graphics, panels, and alerts.
- Work with clients to develop visual concepts that reflect their brand, audience, and content goals.
- Design digital content with clear calls to action to enhance creator identity and audience retention across platforms.

INTERNSHIP

Hello Green Marketing **Red Bank, NJ**

Social Media Intern *Jan 2023 - May 2023*

- Researched industry trends and competitor strategies to create 10+ pieces of social media content per week, resulting in a 20% increase in engagement.
- Collaborated with team members to develop brand messaging aligned with client goals and brand identities.
- Created social media graphics using Adobe Creative Suite, supporting campaigns that increased brand awareness and drove website traffic.

CHSS Digital Media CoLab **Montclair, NJ**

Digital Media CoLab Skills and Apprenticeship *Oct 2022 - May 2023*

- Certified in DMCL BootCamp module with proficiency in Photoshop, Premiere Pro, After Effects, Asana, Audacity, and Lightroom.

The Brandman Agency **New York, NY**

Social Media Intern *Oct 2022 - Dec 2022*

- Researched industry and 20+ social media trends to help shape content recommendations and editorial direction for client accounts.
- Used social media performance data to identify content opportunities that contributed to a 35% increase in followers.
- Built monthly social media calendars, curated user-generated content, and created posts across multiple social platforms.

EDUCATION

Montclair State University **Montclair, NJ**

***B.A.** in Communication and Media Arts, Minor in Visual Arts* *Graduation Date: May 2023*

PROJECT EXPERIENCE

Ukivo Stay: Living in the Moment **Remote**

Social Media Brand Specialist and Web Designer *Dec 2023 - Aug 2024*

- Designed and launched a branded website that contributed to a 30% increase in user engagement across digital platforms within six months.
- Created brand guidelines covering color, typography, visual style, and social media content to improve consistency across platforms.
- Developed a digital campaign using promotional video, blog, and email content, increasing organic reach by 30% and overall engagement by 25%.

LEADERSHIP EXPERIENCE

Alpha Sigma Rho Sorority, Inc. **Montclair, NJ**

President, Art & Design, and Stroll Master *Mar 2020 - May 2022*

- Directed chapter branding, event marketing, and promotional strategy, coordinating with internal and external groups to increase event attendance by 20%.

SKILLS

- **Marketing & Communications:** Digital Marketing, Content Marketing, Social Media Strategy, Brand Development, Campaign Development, SEO, Market Research, and Audience Engagement.
- **Business & Project Skills:** Project Coordination, Vendor Communication, Customer Experience, Data Analysis, Inventory Management, Supplier Negotiations.
- **Tools:** Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Lightroom, Canva, Asana, WordPress, Google Analytics
- **Languages:** Mandarin Chinese (Fluent), Vietnamese (Proficient), and English (Fluent).