

Jamie Allison Hu

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EXPERIENCE

Assistant to the Department Chair

April 2023 – October 2025

UCSB, Department of Technology Management

- Served as the department's primary point of contact for communications and marketing, including all website content, design, and edits, as well as newsletters and social media posts
- Provided administrative support for departmental and visiting faculty, including all reimbursements, hotel stays and travel, meeting minutes, and technological assistance
- Scheduled and coordinated the recruitment of new faculty for the department
- Wrote and edited copy for the department's digital presence
- Coordinated and assisted with the graphic design of the department's new logo
- Performed technological assistance for all department classrooms

Advancement & Event Coordinator

January 2023 – March 2023

Santa Barbara Zoo

- Coordinated, decorated, prepared, and hosted donor events and onsite tours
- Performed administrative tasks, filing, and mailing
- Assisted with preparation for large zoo events and any additional tasks assigned

Marketing Associate

August 2020 – September 2022

Cleverific

- 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

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

- Edited articles from other student writers using AP Style
- Managed format and assisted in the redesign of the HFA website for visual appeal and readability
- Research for, wrote, and promoted articles on HFA events, students, faculty, and alumni

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)

SKILLS

- **Skills:** Copywriting, copyediting, marketing, interviewing, video editing, collaboration, administration, including but not limited to financial reimbursement, content management, & event coordination
- **Applications:** Microsoft Office & G Suites, Asana, Squarespace, Drupal, Procreate, Photoshop, Figma, Sketch, Drip, SEMRush, Helpscout (Beacons & Messages), Screenflow, SiteImprove, Google Analytics, Basic HTML
- **Social media:** X, LinkedIn, Facebook, Instagram