

# rachel hsu

## EXPERIENCE

### **Producer**

#### ***Upstream Advertising NSAC***

Oct 2019 - Present

Worked with strategists, media planners, and creatives to complete a fully integrated B2B campaign for Adobe.

Created and strategized video spots for Twitter and YouTube.

### **President/Marketing Director**

#### ***Spoon University***

Sep 2019 - Present

Led a team of 15 to curate online content and maintain social media presence.

Planned promotional events within the annual budget to grow our following.

### **Content Strategy Intern**

#### ***Meiyu Kidsmusic***

Jun 2019 - Sep 2019

Curated content for a children's education platform app that focuses on healthy relationships, psychological development, etiquette, and more.

Targeted East Asian children's need to become global citizens.

### **Director of Graphic Design**

#### ***Delta Gamma***

Nov 2018 - Jan 2019

Designed Instagram stories and GIFS, Snapchat geotags and filters for all events.

Elected to work with the communications team.

## EDUCATION

### **University of Oregon - School of Journalism and Communications**

B.S. Advertising

Psychology minor

## SKILLS

Adobe Creative Suite, Microsoft Office, Branding, Social Media Content, Writing, Photography

## PASSIONS

Dogs  
Cars  
Beauty  
Skincare

## CONTACT

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