

ALLISON HO

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EDUCATION

University of Southern California

Bachelor of Arts in Communication | Minor in Marketing

Alpha Lambda Delta Honor Society | Dean's List (*seven semesters, five consecutive*)

08/2018 – 05/2022

GPA 3.83

WORK EXPERIENCE

Spotify

Podcast Channel Development Associate

09/2022 – present

- Collaborated on the go-to-market campaign with the Product Marketing team for a Q1 2023 product launch in Japan; spearheaded a product feedback workshop with the Japan team in order to encapsulate cultural nuances for the launch
- Utilized Tableau to calculate the total inventory of monetisable ad impressions in international markets such as the UK, Germany, Brazil and Mexico to maximize revenue, resulting in \$29.8M in revenue in the last month
- Synthesized reports from 25 teams to deliver cross-functional monthly updates for the VP of sales and his direct reports

Podcast Sales and Channel Development Intern

06/2022 – 08/2022

- Created marketing decks targeting philanthropic and political audiences to help sellers best position our product offerings; tailored a bespoke narrative for clients based on analysis of internal and Nielsen data
- Collaborated on 6 projects over 8 weeks in a three-person intern team; presented the cumulation of our projects to the 51-person sales team. Projects included SWOT, market analysis, and developing customer personas like Gen Z Gamers

Lean In USC

Vice President of Marketing

01/2020 – 05/2022

- Defined and analyzed metrics for social media strategy, utilizing Instagram, Facebook, & LinkedIn to boost engagement by 81.5% in 4 months, resulting in 300% increase in event turnout, and 203% increase in membership uptake
- Initiated and strategized a rebranding campaign with new brand colors, fonts, graphics, and templates because the organization needed a new distinctive brand identity
- Crafted a brand guide using Illustrator and InDesign as a resource for the team for email outreach and guest speaker event presentations to establish cohesion for the new brand identity

USC Marshall

Teaching Assistant for MKT 425: Marketing in the Digital World

09/2021 – 12/2021

- Supported 50 juniors and seniors in an advanced marketing course to apply strategic business analyses
- Developed cumulative project with faculty, mentored 3 groups of students with ongoing feedback over 6 weeks to identify unique real world marketing problems, conduct thorough analysis, and design persuasive solutions

Mind Muse

Digital Marketing Strategy Intern

07/2020 – 08/2021

- Headed competitive research on wellness-focused Slack communities, identifying opportunities to shape the growth of new and existing businesses, potentially driving \$100,000 in annual revenue
- Crafted original content to maximize user retention and engagement, doubling open rates to 80% in a month
- Analyzed Twitter and Squarespace metrics to streamline content strategy, boosted Twitter's follower growth and engagement by 51% within the first month

USC Residential Education

Residential Assistant

08/2019 – 03/2020

- Mentored 80 freshmen, conducted weekly 1:1 check ins, resolved and mediated residents' conflicts
- Collaborated with 22-person team to create and host events as the Diversity, Equity, and Inclusion Chair

PROJECTS

Electrify

06/2021 – present

- Co-founded a superapp startup with the intention to disrupt the e-commerce market, driving product development connecting small businesses with users seeking in-demand viral products
- Pitched to Crescent VC, will secure \$40,000 after prototype production; presented market research and analysis
- Designed, developed, and modified product's USP and CVP after conducting competitor and market research, focusing on financial models, UI/UX, and implementation timeline, forming customer profiles as Founding Growth Manager

Frusirrag

01/2021 – 05/2021

- Led the technical development and launch of a Taiwanese beauty supplement product, analyzing challenges and opportunities to break into the U.S. market, utilizing the marketing funnel, branding strategies and SWOT analysis
- Devised quarterly timeline with clear identification of USP and CVP, brand psychology for the creative rebrand, and omnichannel marketing strategy, tailoring performance enhancing suggestions to the brand and their story

KEY SKILLS & INTERESTS

Technical: Adobe Suite – *Illustrator, Photoshop, Lightroom, InDesign*, Microsoft Office, Magellan, Salesforce, Tableau

Creative Skills: Brand Management, Content Creation, Rebranding, Graphic Design, Strategic Narratives

Business Skills: Market Analysis & SEO, Business Strategy, Social Media Marketing & Analytics, Data in Storytelling

Languages: Native English, Native Cantonese, Beginner German, Beginner Mandarin

Interests: Illustration, Typography, Human Lens on Data and Storytelling, Space and the Universe, Boxing, Weightlifting