

Victoria Hsu

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Columbus, OH

Skills

- User Research
- Wireframing
- HTML
- CSS
- Python
- Customer Engagement
- Digital Marketing
- Social Media Management
- Marketing Strategy
- Mandarin Speaker
- Figma
- Adobe Suites
- Microsoft Office
- Google Analytics
- Canva

Projects

Paris Banh Mi Promotional Campaign | Adobe Photoshop, Social Media Marketing Jan 2024 – Jun 2024

- Coordinated and executed integrated marketing campaign across digital and traditional channels, leading to a 35% increase in brand recognition.
- Engaged with customers to identify trends and preferences, using insights to inform campaign development.
- Collaborated with cross-functional teams to design promotional materials and optimize content for various platforms.

Paris Banh Mi Launch | Social Media Marketing Nov 2022 – Sep 2023

- Supported event planning and coordination for product launches and promotional events.
- Increased social media following by 12% through monitoring customer feedback and inquiries, enhancing community engagement and brand loyalty.
- Implemented a marketing calendar in response to real-time data and market trends that led to an 20% improvement in overall launch performance.

Three Bites Bakery Web & App | Figma, Usability Testing, User Research Jun 2022 – Sept 2022

- Developed Wireframes and Digital Prototypes using Adobe XD for various screen sizes that follow the same user flow to ensure user experience stays consistent throughout difference devices.
- Delivered design decisions with clear branding and informational components as the sole designer.

Experiences

Contractor | Cenovus Energy – Dublin, OH Nov 2024 - Present

- Serving as the first point of contact for clients, visitors, and staff, managing inquiries and emails in a professional and efficient manner.
- Coordinating meeting logistics and office organization ensuring smooth daily operations and enhancing the customer experience.

Manager | Paris Banh Mi LLC – Dublin, OH Nov 2022 - Sep 2024

- Crafted high-quality, engaging graphics and social media content across platforms that align with brand objectives.
- Analyzed social media performance and providing actionable insights to improve customer engagement.
- Enhanced customer satisfaction ratings and repeat business by 6% through enforcing weekly trainings.

Creative Communication Director | ANCF – Columbus, OH Sept 2019 – Jul 2021

- Created visually compelling materials and managed the design process for large-scale projects.
- Directed a team of 5 in implementing comprehensive communication strategies across various media, including social media, email, and print, to enhance brand visibility and engagement.

Certifications and Education

- Columbus State University – Microcredential in Python
- Google UX Design – RISE Program
- The Ohio State University – Bachelor of Science in Pharmaceutical Science