



CLARICE CHO

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Summary

Social Media Manager, Lettering Artist, and Designer with a proven track record of creating content that is engaging and impactful, and capturing and developing brand visuals and tone of voice. Experience in designing and executing content across verticals, writing meaningful and resonant social copy, building communities from the ground-up, and managing large audiences.

Experience

Freelance Lettering Artist & Designer

Jan 2018 - Present

- Clients include Google, Jägermeister, *Women's Health* magazine, CorePower Yoga, *New York Times* best-selling author Julie Lythcott-Haims, mental health influencer Vivian Nuñez, chronic illness advocate Nitika Chopra, and more
- Consistently promoting passion projects around topics like mental health, voter registration, and women's rights

Social Media Manager | Sheryl Sandberg & Dave Goldberg Family Foundation

Best-known for its women's leadership initiative, Lean In, and resilience-building initiative, Option B

Dec 2016 - Aug 2019, PALO ALTO, CA

- Co-launched OptionB.Org, an initiative dedicated to building resilience in the face of adversity
- Ran point on all Option B story content for launch—including sourcing, interviewing, and organizing a bicoastal photoshoot with 60+ subjects to share stories on web, garnering 50K+ pageviews during launch week
- Launched and managed seven Facebook support groups with a collective 44K+ members, fostering a deep sense of community among group members, 25% of whom are active daily
- Managed a social media community of 920K+, growing the community from 843K in just 6 months while establishing and executing a robust social strategy consisting of a daily posting schedule, frequent dialogue with followers, and curation tactics from thought leaders in the space
- Drove up Instagram engagement rate over a 6-month period, consistently maintaining a 40%+ active following
- Created an "AMA" series, one of which received 122K impressions, the highest ever on OptionB.Org's Facebook
- Produced original visual content for both LeanIn.Org and OptionB.Org—including gifs, stop-motion videos, original illustrations, quote graphics, a library of visual templates, and logos for key initiatives
- Formed "RAD," the Rogue Art Department, within the foundation to serve the increased demand for more creative assets for social media campaigns, webpages, and more

Social Media Marketing Specialist | UC Berkeley Fung Institute for Engineering Leadership

Jun 2015 - Aug 2016, BERKELEY, CA

- Launched social channels for a top-ranked Master of Engineering program, along with a social series, "Humans of Fung"
- Achieved a 54% increase in net page likes, and an 87% increase in average total post reach in one semester

Zynga.Org Intern | Zynga, Inc.

Jun 2014 - Oct 2014, SAN FRANCISCO, CA

- Managed social media pages, establishing a unified brand voice to target 2.5M+ followers
- Developed engaging social campaigns, "Trivia Tuesday" and "Feel Good Friday," to drive engagement and awareness

Education

University of California, Berkeley | Bachelor of Arts, Media Studies

Class of 2016

Skills

- Advanced knowledge of Adobe Creative Suite, including creative programs for iPad, Procreate, and Google Suite
- Deep knowledge of all major social platforms, social publishing tools, paid ads, and analytics tracking tools