

# GRACY HAOGE LIU

CREATIVE MARKETING DESIGNER

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city. Atlanta

## PROFESSIONAL PROFILE

**DSG Jewellery LLC** | Los Angeles, CA April 2016 - Present  
Social Media Marketing Designer

- Developed branding strategies to reach new audience using cultural diversity studies and consumer purchase analysis.
- Designed visual assets for advertising campaigns, website & branding solutions based on diverse cultural study, organizational culture and value.
- Created dynamic pricing strategies on digital platforms, conducted targeting advertisements on social media, and created ad campaign plans by evaluating our brand, market goal, and images & themes.
- Maintain ecommerce website, and analyze data on consumer behaviors.

**D&Y Gems & Jewelry LTD** | Guangzhou, China August 2017  
Graphic Designer

- Allowed D&Y to target younger customers by redesigning a creative logo that demonstrates quality & vitality, and emphasize quality at the same time.
- Helped *Lady Albee*, an umbrella brand, to transform its brand image by redesigning logo and product package, and increased social media interactions by more than 200%.

**First Step Basketball Club** | Atlanta, GA January 2016  
Club Manager/ Social Media Designer

- Successfully improved the membership by 200% through strategically marketing the club on social media platform.
- Organized the ATAA Basketball Tournament attracting more than 6 teams to participate, playing over 7 matches in one day.

## ACHIEVEMENTS

**Sticker Collections Published** | Atlanta, GA 2016 - 2017  
• *The Cat Gray & Micey* and *Jo & Miu's Daily Life* collections published on LINE Messenger with more than 1,000 clicks per week.

**Best Artist Award** | Salt Lake City, UT 2011  
• Best artist in class of 2011, 6 visual art pieces sold at senior show.

**Congressional Award** | Salt Lake City, UT 2011  
• 39th Annual Utah All-State High School Art Show.

## EDUCATION

**Bachelor of Business Administration  
Minor Marketing** **Master of Arts (MA) in Advertising**  
Strayer University Savannah College of Art and Design

graduated September, 2018  
2013 - 2018

*Achievement Scholarship  
expected graduation March, 2020*

## SUMMARY

- Resourceful in problem solving and managing expected outcomes
- Passionate and creative thinker, striving to make new things happen
- Marketing experience on digital platforms and creating efficient advertising campaigns with analytic skills
- Essential art and design background with a combination of business terminology and strategic marketing

## SKILLS

Photography	Copywriting
Illustrator	Design Strategy
Typography	Branding Solutions
Photoshop	Advertising Campaign
Sketchup	Professional Writing
Lightroom	Storyboard Creation
Maya	MS Project
Rhino	JavaScript
Digital Art	HTML
Visual Art	CSS
Sketching	

## QUALITIES

Professional Communication  
Creative Thinking  
Accountability  
Problem Solving  
Leadership  
Collaboration  
Attention to Details  
Analytical  
Multitasking

## LANGUAGES

Cantonese Mandarin English