

# Clarice Cho

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## About Me

10+ years of experience as a social media expert, illustrator, and graphic designer. Proven track record of overseeing the social process end-to-end—pitching campaigns, executing impactful copy and social-first assets, art directing and shooting video content, managing communities, and tracking and reporting metrics to inform success. Able to execute content across verticals, while maintaining a unified brand voice. Self-starter who runs a holistic branding services business.

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## Experience

### **Owner, Clarice Cho Studios** | Self-employed

*Offering services in illustration, content creation, graphic design, branding, and social media*

Jan 2018 - Present, NEW YORK, NY

- Clients include Google, Adobe, TED, BarkBox, Sharpie, Paper Mate, Elmer's, Crock-Pot, Mr. Coffee, Jägermeister, *Women's Health* magazine, CorePower Yoga, Kinship Skincare, and author and facilitator Priya Parker
- Consistently deliver top-performing social content for brands ranging from 100K-1M followers. Most recently, grew Priya Parker's audience by 61% in 18 months through video and still social content (organic) maintaining a 50%+ average monthly engagement rate
- Consistently pioneer such high-performing brand campaigns that companies use them on a recurring basis, e.g. "For Fun" wallpaper collections for Google Pixel, Adobe app launches for iPad, and ASMR video content for Sharpie and Paper Mate

### **Designer, Social Media** | Newell Brands

*Major consumer goods company, including brands like Sharpie, Mr. Coffee, Contigo*

Jul 2021 - Jul 2022, NEW YORK, NY

- Led cross-functional strategy across Design, Brand Marketing, and Social Media teams to execute creative—email, social feed/stories, GIFs, and paid ads—for brands in the Home Appliance division (e.g., Mr. Coffee, Oster, Crockpot)
- Operate as a one-woman studio, creating storyboards, food-styling, and directing videos for TikTok, Instagram, Pinterest

### **Senior Manager, Social Media** | 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
  - Formed "RAD," the Rogue Art Department to serve the team's increased demand for original creative assets, including GIFs, stop-motion videos, original illustrations, quote graphics, a library of visual templates, and logos for key initiatives. Scaled the org's design capabilities without increasing budget by delivering ~20 original graphics per campaign
  - Led biannual #OptionBThere campaigns, ideating and creating compelling visuals and messaging across various channels, in addition to working with influencers, artists, and subject-matter experts to drive brand awareness
  - 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
  - Created and managed 7 Facebook support groups with a collective 44K+ members, building a system for constant monitoring and response while fostering a deep sense of community among members—25% of whom are active daily
  - Spearheaded an Instagram partnership with lettering artist Lauren Hom to promote OptionB.Org's #OptionBThere program. Drove 790K+ impressions, 40+ engagements, and an 182% increase of followers during campaign
  - Managed a social media community of 920K+, growing the community by 10% in 6 months
  - Drove up Instagram engagement rate over a 6-month period, consistently maintaining a 40%+ active following
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## Education

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

**Pratt Institute, New York City** | Brand Design & Corporate Identity Continuing Education Course

**School of Visual Arts, New York City** | Graphic Design: Learn It, Live It, Do It Continuing Education Course

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## Skills

- Advanced knowledge of Adobe Creative Suite, Figma, Procreate, Google Suite, all major social platforms, social publishing tools (Meta Creator Suite, Hootsuite, Sprout Social, Later), paid ads, Google analytics and Meta tracking tools