

SARAH HO

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WORK EXPERIENCE

SARAH HO VIOLIN STUDIO – *Private lessons for beginning kids and adults*

Mar Vista, CA

Owner

April 2012 – Present

- Taught violin to beginners ages 4 – 37 using the Suzuki method, and created personalized curriculum, games and worksheets
- Organized recitals twice a year at senior homes and churches, led group class and music games, and performed duets

AN CATERING – *Asian inspired, full service “caterer to the stars”*

Santa Monica, CA

Server

September 2016 – Present

- Provided exemplary food and wine service for events such as weddings, birthdays and bar mitzvahs in home and at Tiato

CALIFORNIA FURNITURE EXPORTS – *Oldest US to Asia export agency for 17 major furniture brands*

Tarzana, CA

Sales Representative

August 2013 – May 2017

- Increased sales for 10+ furniture and accessory lines (including Lolo Rugs, AICO, Zodax) as a sales representative
- Led re-entry into China and managed social, email, and direct marketing efforts to grow our \$4M+ book of business
- Conducted competitive analysis and industry research to develop multi-lingual sales collateral and generate leads
- Managed business relationships and delivered presentations for retail executives and design firms in English and Chinese

PANDA RESTAURANT GROUP – *Parent company of Panda Express and other Asian dining concepts*

Universal City, CA

Marketing Consultant

August 2013 – May 2014

- Launched marketing efforts for Wasabi At Citywalk and Panda Inn, including social, web, email, and direct marketing
- Designed creative and wrote copy for out-of-home advertising that reached tens of thousands of consumers
- Produced and directed commercials to promote restaurant re-opening at marquee Universal Citywalk location

N/NAKA – *Japanese kaiseki restaurant, recently featured on Chef’s Table on Netflix*

Server

April 2012 – November 2013

- Facilitated an excellent modern kaiseki dining experience (13 course omakase) and introduced complex dishes to guests
- Upsold wine and sake bottles and pairings, resulting in a 20% increase in per person check averages
- Managed 8+ tables on holidays with charisma and resolved conflicts deftly; designated shift leader for busy nights and press

JAM CITY (Formerly SGN GAMES) – *Mobile gaming company with 50+ million MAU*

Beverly Hills, CA

Marketing Coordinator

December 2011 – April 2012

- Supported launch of *Fluff Friends Rescue* by trafficking web, social, and native ads to drive installs
- Devised and analyzed ad reports; made suggestions on copy edits and demographic targeting, resulting in increased CTR
- Managed social media portfolio for 3,000+ games; grew *Fluff Friends Rescue* fan page to over 100,000 fans in one month
- Triage and processed thousands of support requests for three popular games, while managing other responsibilities

BARNEY’S BEANERY – *LA Gastropub with six locations*

Westwood, CA

Marketing Coordinator

June 2010 – December 2011

- Instituted email marketing program by working with restaurant managers to advertise in-restaurant, at events, and through website
- Filmed, edited, and produced videos that showcased the culture and history of Barney’s Beanery
- Planned large events, such as the *5-Alarm Firefighters’ Chili Cook-Off*, which attracted over 300 attendees
- Created and grew Facebook and Twitter presences for each location; developed social into an effective marketing channel

VOLUNTEER EXPERIENCE

- Transforming Care At Bedside and Mealtime Mates volunteer at *Cedars-Sinai* (130 hours)
- Sunday school teacher at *Home of Christ 4* and *Venice Church* (1hr/week, 2x a month for 5 years)
- Actor for *Young Storytellers*, mentor for *Taiwanese American Professionals*

EDUCATION

UCLA

Los Angeles, CA

M.S.N. Masters Entry Clinical Nurse, 4.0 GPA

June 2021

UCLA

Los Angeles, CA

B.A. Communication Studies, 3.698 GPA, Cum Laude

June 2010

- *Honors*: Phi Beta Kappa, Rose Gilbert Honors Programs Scholarship Winner, College Honors, Departmental Honors
- *Activities*: YOUTHphonics (founded a cappella/community service group, now in its 12th year), reporter for Daily Bruin, China Care Bruins Member, College Honors Program Student Leader
- *Internships*: Investigative News at KNBC Channel 4, Development at NBC Universal, News at Radio Taiwan International

ADDITIONAL

- *Skills*: Fluent Mandarin (speaking/writing), public speaking, Adobe Creative Suite, videography, sales, teaching
- *Interests*: Acting, writing, song writing, youth education, scuba diving, wildlife conservation, and traveling