GRACE H. CHI

Riverside, CA | (805) 558-3772 | gracehechi@gmail.com

PROFESSIONAL SUMMARY

Digital marketing student with healthcare marketing experience in social media strategy, short-form video, brand consistency and patient education. Builds websites and apps and creates content for campus AI and robotics clubs. Brings a practical, audience-focused approach to digital communications and community engagement.

MARKETING & ENTREPRENEURIAL EXPERIENCE

986 Pharmacy | Marketing Intern & Team Member Apr 2026 – Sep 2026

- Maintained brand consistency across 50+ locations through multilingual signage and reusable marketing templates.
- Managed organic social media strategy across Instagram, Facebook and TikTok in Sprout Social; created and edited short-form videos that grew followers by 800+ and earned 8K+ views on top reels.
- Developed patient education campaigns using clear, on-brand messaging and human-centered storytelling.
- Led marketing for grand openings, anniversaries and community health events across multiple locations.
- Centralized Google Business Profile and Yelp management in Birdeye, generating 546K+ profile impressions and an average rating of 4.5 stars across 583 reviews.

Tune Together | Founder, Piano Teaching Business Oct 2024 – Feb 2026

- Built the brand, logo and visual assets; managed client acquisition, scheduling and operations while adapting lessons to students of different ages.

Helping Hands | Founder, Community Service Business Apr 2023 – Aug 2025

- Built client relationships for a door-to-door service business through direct sales, active listening and community outreach to neighbors and families.

CAMPUS LEADERSHIP & DIGITAL PROJECTS

AI Club | Vice President, California Baptist University

- Run club social media and create content to support campus outreach and engagement.

Robotics Club | Business Division, California Baptist University

- Plan and manage social media content and engagement activities for the college robotics club.

Independent Website & App Projects

- Built personal websites and apps for models, along with websites designed to help people learn different languages.

EDUCATION

California Baptist University | Riverside, CA Expected April 2027

Digital Marketing | GPA: 3.9

SKILLS

Marketing: Social media strategy, content planning, campaign development, brand consistency, market research, community outreach

Tools: Sprout Social, Birdeye, Canva, Adobe Photoshop, Adobe Premiere, CapCut

Additional: Microsoft PowerPoint and Excel (certified); Mandarin (proficient)