

ALAINA CHOU

alainakchou@gmail.com

alainachou.com

EDUCATION

May 2022 University of Pennsylvania
Philadelphia, PA
*Bachelor of Arts in Fine Arts,
English Minor*
Relevant coursework in
Nonfiction Writing, Digital
Photography, Graphic Design,
and Food Studies
Summa Cum Laude

June 2018 Saint Ann's School
Brooklyn, New York

SKILLS & INTERESTS

Technical Adobe Photoshop; Adobe
Lightroom; Adobe InDesign;
Adobe Illustrator; Microsoft
PowerPoint; Microsoft Excel;
digital photography and
editing; building in CMS;
Semrush; Affiliate Marketing

Language Proficient in Chinese

Interests Cooking and baking; food
media; writing; photography;
food styling; fine arts; graphic
design; blogging; social media
marketing and brand strategy;
reading books, magazines and
blogs

SELECT FREELANCE CLIENTS

See portfolio website

Mouth Foods

The Bu Kombucha

RELATED WORK EXPERIENCE AND ACTIVITIES

September 2022 Condé Nast | New York, NY
– Present *Commerce Producer, Bon Appétit and Epicurious*

Summer 2022 Condé Nast Entertainment | New York, NY
Freelance Production Assistant, Bon Appétit and Epicurious

June 2021 – September 2022 Freelance Assistant for Susan Spungen | New York, NY

Assist with recipe development, testing, and photography for Susan's newsletter and upcoming cookbook. Write up recipe drafts, organize digital files, build and deploy email newsletters in Substack, and cross-test recipes. Also served as Susan's food styling assistant on two shoots for NYT Cooking.

Summer 2021 west^obourne | New York, NY
Creative Marketing and Operations Intern (June – August 2021)

Created original photo, video, and recipe content optimized to grow brand awareness and sell product. Assisted with operations tasks such as order fulfillment and shipping.

Summer 2020 Spark No. 9 | New York, NY
– Spring 2021 *Marketing & Design Intern/Freelancer*

Created and designed ads, pitch decks, , email newsletters, and content for social channels; Researched and presented on best practices for advertising on multiple platforms. Worked closely with a small team to use strategic thinking, testing and analysis to accomplish goals such as engagement boosts, sales, and successful CTAs for a range of clients.

Spring 2020 – Fall 2021 Gourmand | gourmandcommunity.com
Co-Founder, President and Podcast Host

Recorded episodes with industry leaders such as Joanne Chang and Erin McDowell; Developed visual identity for the Gourmand brand and managed social channels; Led Gourmand team. Served as Lead Designer for the Gourmand 52 Deck, which has been featured in the *NY Times*, *Eater NY*, and *Saveur*.

Summer 2019 Authentic Brands Group | New York, NY
Digital Innovations Group Intern

Developed and reported on social strategy and visual and written content for celebrity and retail brands including Muhammad Ali and Neil Lane by Fortessa

October 2018 – May 2022 Penn Appétit Magazine | Philadelphia, PA
*Executive Photography Director (January – December 2021)
Design and Photography Staff (October 2018 – May 2022)
Executive Creative Director (January – December 2019)*

March 2013 – Present crumbsandnibbles.com | Brooklyn, NY
Creator

Develop original blog posts and content for social channels for an audience of 3500+ followers and subscribers. Recipe development and testing, food styling, and photoshoots.