

MABLE HUANG

missmablee@gmail.com // (510) 679 - 7279 // missmable.com



SKILLS

Design: Adobe Photoshop, Illustration, Indesign
UX: Figma, Framer, Squarespace, Webflow, Splash
AI: Midjourney, Adobe Firefly, ChatGPT, Gemini
PgM: Google Suite, Slack, Zoom, Asana, Salesforce

EDUCATION

book180 Portfolio School // Art Direction

Oct 2023 - April 2024

Fulbright Program // Research Scholar

Sept 2014 - Dec 2015

UCSD // Communications & Int. Relations

Sept 2009 - June 2014

EXPERIENCE

Airbnb // Policy Communications & Marketing

2016 - 2024

- **MARKETING:** Strategized and executed campaigns to recruit for and engage Airbnb Hosts, including creating digital assets like web pages, social media posts, email campaigns, and more
- **EXPERIENTIAL DESIGN:** Organized high visibility events to raise brand awareness and support the local community from roundtables, fundraisers, merchant walks, and more
- **COMMUNITY RELATIONS:** Built and maintained relationships with our Airbnb Hosts and community stakeholders
- **PROGRAM MANAGEMENT:** Facilitated cross-functional initiatives like the Airbnb Academy, Live and Work Anywhere, and the pre-IPO \$100B Airbnb Host Economy PR campaign
- **INTERCULTURAL COMMUNICATION:** Planned, drafted, and edited messaging across the company internally and externally
- **STRATEGIC PARTNERSHIPS:** Piloted and led Airbnb's multicultural marketing effort to the Asian-American community inside and outside of Airbnb
- **LEADERSHIP:** Chaired our Asians@ Employee Resource Group that oversaw a team of 25 with chapters across the globe
- **GLOBAL TEAM OPERATIONS:** Led weekly syncs, prepared budgets, and planned team off-sites and celebrations