

# Louis Hinnant

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## EXPERIENCE

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### Freelance Copy and UX Writer

Sept 2021 - present

San Francisco, CA

- Partnering with an independent China-US EV consultant to plan and execute social media strategy

### Reporting Intern

April 2021 - Sept 2021

TechNode | San Francisco, CA

- Covered the Chinese tech scene with a focus on clean and concise copy
- Took over the e-commerce and new retail beat
- Chased leads for cleantech newsletter
- Worked constantly to improve my writing and journalism skills

### Customer Success Associate

May 2020 - Nov 2020

Pullpath | San Francisco, CA and Shanghai, CN

- Designed “paths” and wrote engaging, bilingual content with the goal of high response rate/satisfaction
- Converted user responses to actionable insights, compiled and edited these insights for market research reports
- Onboarded new clients and helped them build their path campaigns on our platform
- Documented every stage of my development to train future associates
- Wore many hats with many other responsibilities at a startup with <10 employees

### Data Entry Specialist

Mar 2020 - Jul 2020

Instacart | San Francisco, CA

- Recorded receipt data and carried out exception reporting
- #1 performer among team of ~30 data entry specialists

### Business Development Intern (Charging)

Apr 2018 - July 2018

Webasto Group | Shanghai, CN

- Selected as a member of Webasto’s first team in Shanghai to expand into the Chinese EV peripherals market
- Organized, maintained, analyzed company sales data in Excel to track potential leads
- Built relationships with local suppliers

### Business Development Intern

Nov 2017 - Feb 2018

Zhida Technology | Shanghai, CN

- Networked with 20+ suppliers and customers per day to generate new leads
- Represented Zhida Tech bilingually at trade shows such as Automechanika Shanghai to promote the company
- Communicated company values to visitors including groups of university students to build brand image
- Led discussions to educate students and execs on the Chinese electric vehicle industry

## EDUCATION

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University of California, Santa Barbara | Bachelor of Arts in Economics

Sept 2015 - Sept 2019

- UCSB Data Science, FAME (Financial Analysis and Management Education)

Fudan University | Study Abroad (Freeman Scholarship)

Sept 2017 - July 2018