

# Sam Chalekian

孔世茂

[www.samchalekian.com](http://www.samchalekian.com)

---

## Skills and Expertise

Advertising • Copywriting • Print Design • Ad Testing • Adobe Creative Suite • Branding • Forecasting • Feature Definition • Economic Theory • Marketing • Data Visualization • HTML and CSS • CMS Savvy • Project Management • Photography • Digital Strategy • Speak 3 Language •

---

## Experience

### Wind on Water, LLC / Creative

June 2017 to February 2018, Honolulu, HI

Ideated, wrote, and produced social and print advertising, email and direct mail for some of Hawaii's leading companies. Set up analytics and A/B testing matrices to optimize ad performance. Designed print media in all shapes and sizes. Built websites across a variety of CMS platforms, including WordPress. Created an award-winning commercial gift set for Hawaii's third largest bank.

### 21Vianet / 世纪互联 / Consultant

February 2016 to March 2016, Beijing, China

Coordinated with top executives to gauge the uses and market interest of blockchain technology. Researched cutting edge trends, concepts, and technology. Created reports and presentations. Assisted in the conception of business strategies. Translated technical documentation into Mandarin Chinese. Played a lot of ping-pong with Mr. Li in the game room. Li 5: Sam 0.

### Island Triathlon & Bike / Sales Associate + Social Media Mgr

February 2019 to December 2019, Honolulu, HI

Sold bicycles, components, accessories, service, and classes to a wide range of clients. Unified sales floor and online brand identities, creating a cohesive in-store experience. Produced content for Instagram and Facebook, growing followers by 42%. Fostered community outreach by coordinating with non-profit organizations such as the Hawaii Bicycling League to organize events and classes.

### Willamette University / Graphic Designer

August 2014 to January 2015, Salem, OR

Developed an intimate understanding of university brand language and print media design. Conceived of the 2014 Martin Luther King Jr. Life Interrupted campaign. Collaborated with senior designers to create posters, buttons, and website vectors.

Hey there, thanks for downloading my CV! If you think I'm a good fit for your organization, email me at: [hello@samchalekian.com](mailto:hello@samchalekian.com)

---

## Languages

English / Native

Chinese / 中文 / HSK5 or B2

French / Français / B2

---

## Education

### University of Hawai'i at Mānoa / International Relations

January 2018 to December 2020, Honolulu, HI

Focused on the nexus between critical theory and literature in translation. Experienced the revolutionary fervor of the May 4th Movement.

### University of International and Business and Economics / 对外经济贸易大学 / Business Chinese

February 2017 to June 2017, Beijing, China

Organized a series of Sino-American talks. Attended closed-door embassy forums on the direction of China.

### Cours de civilisation française de la Sorbonne / B2 French

February 2017 to June 2017, Paris, France

Achieved conversational French in six months. Studied Veblen's economic theory with a Sorbonne mathematician.