

JUNIOR (YU-CHIA) HOU

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EDUCATION

- 2024 - 2026 **KELLOGG SCHOOL OF MANAGEMENT | NORTHWESTERN UNIVERSITY** Chicago, IL
Master of Business Administration, June 2026 | 2026 Winter Quarter Dean's List
- Major: Marketing & Managing Organization | Activities: Co-President, Asian Management Association
- 2015 - 2019 **THE CHINESE UNIVERSITY OF HONG KONG (CUHK) | B.B.A. IN MARKETING & FINANCE** Hong Kong

EXPERIENCE

- 2026 **ONECALLA | AI-POWERED INSURANCE NEGOTIATION AGENT** Chicago, IL
Product Marketing Lead, 2026
- Led ICP definition by conducting 30+ cold outreaches and 10+ user interviews, synthesizing insights to pivot product focus and to build trust, directly enabling company to generate first revenue within 1 month
 - Designed go-to-market strategy including A/B ad experiments across 160K+ impressions (5.5% CTR), success-based pricing model, and competitive positioning grounded in whitespace analysis
- 2025 **ADOBE INC** San Francisco, CA
Product Marketing Manager, GTM Strategy MBA Intern, 2025
- Developed consumer experience GTM strategy for 75M+ Adobe ID users by analyzing member journey insights and behavioral signals via mapping personas, messaging, and channel levers to unlock 24M MAU potential
 - Led mixed-method consumer research to diagnose member drop-off, partnering cross-functionally with PM and Engineering to translate complex product signals into compelling narratives and roadmap priorities — identifying \$14M GNARR growth opportunity
- 2022 - 2024 **PROCTER & GAMBLE** Hong Kong & Taiwan
Senior Brand Manager, Head & Shoulders, 2023 – 2024
- Led cross-region marketing, P&L management, and supervised 10 colleagues across 7 teams; outperformed market index by 2 points and maintained market leadership as No.1 hair care brand
 - Analyzed competitive landscape and e-commerce behaviors to update digital marketing plan for premium line, resulting in 130% year-over-year revenue and top search ranking status under same investment
 - Directed team to prioritize top 10% of brand portfolio and reconstructed support model based on ROI of marketing, channel, and customization investments, unlocking 2-point market share growth and 6% profit gain
- Senior Brand Manager, Rejoice, 2022 - 2023*
- Persuaded senior leadership to address branding and P&L challenges with 30+ year heritage brand, leading first-ever total brand restage, and turning around four-year decline and achieving 10% revenue return
 - Conducted market research, including customer journey mapping, focus groups, and interviews, to identify pain points and requirements, enhancing customer experience and expanding user base by 20%
 - Developed and executed Go-to-Market (GTM) plan to launch new product positioning, promotion, and pricing strategy, driving 10% price improvement, 5% gain in distribution points, and 5% increase in profit margin
 - Translated consumer insights into integrated brand storytelling across TV, and social; partnered with creative agencies to craft launch narrative, boosting brand awareness by 20% and achieving No.1 treatment position
 - Won 2023 CEO Award, given to top 2% of organization, for exemplary leadership and business results; achieved fastest early promotion in batch to manage mega brand during tenure at P&G
- 2020 - 2022 **CITIBANK** Taiwan
Digital Business Consultant (Rotational Management Trainee) in Global Consumer Banking, 2020 - 2022
- Discovered opportunities in digital customer engagement on App and initiated innovative project to roll out 12 touchpoints, completing 500+ E2E functional validations in 6 months and increasing engagement by 200%
 - Ran data-driven A/B experiments on messaging and offers across 12 consumer-facing digital touchpoints, applying recommendation logic to measure impact— driving 1M+ clicks and 50K card applicants
 - Collaborated with engineers, sales, legal, and customer service teams to optimize Payment function UI/UX by analyzing customer journeys and transaction records, improving customer satisfaction by 15%

ADDITIONAL DATA

- Generative AI Project: Built *Brand Ops Manager*, an n8n + multi-agent AI system for brand manager workload prioritization and weekly planning — won Kellogg's Future Unicorn Award (1 of 1 in class)
- Interests: Licensed Professional Chef & Baker; Wellness Lifestyle