

Sabrina Yu

646-359-4886 | yusabrin@usc.edu | Los Angeles, CA

EDUCATION

- **University of Southern California, Marshall School of Business** Los Angeles, CA
B.S., Business Administration; Concentration: Entrepreneurship May 2019
Honors: Marshall School of Business Dean's List, Frederick Harvey Memorial Endowed Scholarship
- **Baruch College, City University of New York** New York, NY
Intended Major: Entrepreneurial Management; Intended Minor: Mathematics June 2016
Honors: Phi Eta Sigma National Honor Society, Dean's Scholar

WORK EXPERIENCE

- **Variantz** Singapore, Singapore
Intern, Business Readiness and Enablement Portfolio Manager May 2018-August 2018
 - Created value propositions to strategize a business model and position product bundles in market.
 - Designed 2 booklets, 4 brochures, flyers, 10 social media posts, 1 news release, improving brand awareness by 30%.
 - Conducted market research on target audience and competitive field; produced internal documents to facilitate leads.
 - Networked with industry leaders through field research to foster strategic partnerships, leads, and to gain insight.

LEADERSHIP INVOLVEMENT

- **OOTify** Los Angeles, CA
Campus Ambassador August 2018-Present
 - Generated marketing material to boost brand awareness across the University of Southern California campus.
 - Advised growth hacking tips for social media, SEO, app onboarding, and website audits to promote virality.
- **Alpha Phi Omega, Service Organization** University of Southern California
Active August 2017-Present
 - Served food to impoverished population on Skid Row, and tutored elementary school students struggling in academics.
 - Led and planned service events and other organizational activities for members.
- **Conversation Partners Program, Club** Baruch College
Administrative Committee Member, Participant August 2015-May 2016
 - Organized member information on Excel; contacted over 20 participants about events and inquiries.
 - Collaborated closely with 3 international students to converse and improve their English skills.
- **The Classic, School Newspaper** Townsend Harris High School
Food Critic May 2013-June 2015
 - Reviewed restaurants and gastronomy trends in New York, and wrote 19 articles documenting culinary experiences.
 - Trained peers to become better writers and managed their work to ensure punctuality of submission to editor.

VOLUNTEER EXPERIENCE

- **Kid City Hope Place** Los Angeles, CA
Mentor September 2018-Present
 - Guided a high school senior through college application process, researched fitting colleges, and revised writing pieces.
- **Selfhelp Community Services, Inc.** Forest Hills, NY
Volunteer July 2012-August 2014
 - Prepared and served lunch to elderly, and carried lunch trays for those unable to walk; dedicated over 200 hours.
 - Consolidated information of 300 members into database and created informational marketing pamphlets on Publisher.

SKILLS & INTERESTS

Computer: Microsoft Office (Word, Powerpoint, Excel, Publisher, and Outlook), Google Suite, Wix, and Canva
Social Media: Facebook, Instagram, Reddit, Snapchat, Tumblr, Twitter, and Youtube
Languages: Fluent in English, Conversational Cantonese, Conventional Spanish
Interests: Music (Singing, Oriana Women's Choir), Food, Fashion, Marketing, Gaming