

Annie Geng

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Pittsburgh, PA | bit.ly/agengPortfolio

EDUCATION

Carnegie Mellon University

Pittsburgh, PA

Bachelor of Science in Business Administration; Additional Majors in Human-Computer Interaction & Statistics

May 2025

Relevant Coursework: Mobile Web Design & Development, User-Centered Research and Evaluation, Designing for Human-Centered Software, Interaction Design Overview

GPA: 3.92/4.00, Dean's List in the Tepper School of Business for 4 semesters

WORK EXPERIENCE

re:Bloom

Remote

Product Manager

August 2023 – Present

- Developed and maintained project timelines in collaboration with a 2-member team, ensuring timely project delivery
- Utilized various tools such as Slack, Notion, Google Meet, and Calendly for efficient project management
- Coached team members to achieve personal, team, and client goals, fostering a culture of excellence

FedEx Ground

Remote

Finance Intern

June 2023 – August 2023

- Analyzed invoice exception data, leveraging Excel to build data visualizations, and synthesized findings into a comprehensive 25-slide PowerPoint report for management review
- Performed thorough checks on 200+ invoices to identify discrepancies, ensuring adherence to contract terms
- Compiled invoice data for 13 vendors into a reverse aging report, addressing vendors' inquiries to ensure smooth communication and resolution

re:Bloom

Remote

Technical Consultant

January 2023 – April 2023

- Developed and launched 9 dynamic web pages on Wix, each tailored to meet specific business objectives, enhance business legitimacy, and bolster online visibility
- Coordinated biweekly consultations with the client and 2 team members to create a website, brand style guide, and user-friendly training documentation

Carnegie Mellon University Human Computer Interaction Institute

Pittsburgh, PA

Research Assistant

January 2023 – May 2023

- Conducted in-depth research on bias in AI image generating algorithms like Dall-E and Stable Diffusion
- Designed a prototype for daily image comparisons to foster active discourse on AI fairness issues on the platform

ORGANIZATION EXPERIENCE

American Marketing Association

Pittsburgh, PA

Pro Bono Consulting Manager: Campus Marketing

May 2023 – Present

- Mentored a team of 8 students, overseeing semester-long consulting projects for 2 CMU student-run organizations
- Devised targeted social media strategies, outreach marketing strategies, and website optimization efforts, resulting in increased engagement and brand visibility for the organizations

Korean Pop Dance Club

Pittsburgh, PA

President

May 2023 – Present

- Demonstrated leadership by strategically delegating responsibilities to 16 officers and maintaining a well-organized agenda to ensure a focused and purposeful direction for activities and initiatives
- Boosted showcase audience by 100% through strategic social media marketing and increased revenue by 200%

SKILLS

Technical: Microsoft Office, Python, R Studio, Canva, Figma, HTML, CSS, Javascript, SQL, MongoDB, Tableau

Languages: Chinese [Fluent], Spanish [Proficient], Korean [Intermediate]