

Carissa Liu

cjliu@usc.edu • www.linkedin.com/in/carissaliu/ • Public Relations Portfolio: carissaliu.github.io

Education

University of Southern California (USC), Los Angeles, CA
Bachelor of Science in *Lifespan Health* with a Minor in *Public Relations*

Expected Graduation: May 2025

GPA 4.0/4.0

Experience

Publicity Intern, *Television Academy Foundation*

Jun 2023 - Present

- > Maintaining press lists of 1000+ contacts and crafting recap reports on 2-3 publicity campaigns weekly
- > Selected into the inaugural class of Bob Bennett Future Leaders, which provides 10 interns with financial support to offset housing and transportation costs in addition to weekly wages

Web Developer and Content Creator, *CarissaEats*

Aug 2016 - Present

- > Write food narratives on www.carissaeats.com, which launched in April 2020
- > Design visually-appealing graphics for website content and social media promotional materials
- > Manage the Instagram account, [@CarissaEats](https://www.instagram.com/CarissaEats), to share my cooking projects and various food endeavors
- > Write Instagram captions for food photos to spotlight small businesses in various cities
- > Built blog website from scratch using HTML/CSS/JavaScript and Ruby (Jekyll framework)

External Relations Intern, *USC Annenberg Office for Development and External Relations* Sep 2022 - May 2023

- > Draft, edit, and proofread content for various types of communication materials, such as newsletters and emails
- > Revise student impact stories to promote through several media channels and to share in stewardship initiatives
- > Prepare briefings for events with upwards of 230 attendees by performing research on prospective donors
- > Update and maintain donor records in Salesforce with biographical and contact information, survey responses, etc.

Orientation Advisor, *University of Southern California*

Mar 2022 - Dec 2022

- > Coordinated and hosted student programming to support 5,000 students' and families' transition to USC
- > Facilitated informational sessions regarding campus resources, university policies, and common concerns
- > Conducted one-on-one advising sessions to address common concerns and share personal experiences, while engaging in a professional and service-oriented manner
- > Prepared location set up/clean-up and led check-in/greeting for approximately 400 guests per event

Social Media Marketing and Communications Intern, *Masc Hospitality Group*

Aug 2021 - Nov 2021

- > Co-managed @BronxNightMarket & @UptownNightMarket social accounts, with over 53,000 followers total
- > Identified and invited relevant small businesses to join the events as vendors, as well as local colleges and community organizations to attend and spread the word
- > Maintained the master contact spreadsheet with hundreds of small businesses and organizations across NYC
- > Led social media communications between vendors and the events team to coordinate promotional content

Skills and Languages

Canva | Adobe Photoshop & Illustrator | HTML/CSS/JS | Microsoft Suite | Apple iWork | Data Entry | Cantonese