

# Carissa Liu

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## EDUCATION

**University of Florida**, Gainesville, FL Expected Graduation: 05/2027  
Master of Public Health (Population Health Management) with a minor in Urban Planning, Dean's Scholarship Recipient

**University of Southern California (USC)**, Los Angeles, CA 01/2022-05/2025  
Bachelor of Science in Lifespan Health, *summa cum laude*, Leonard Davis School of Gerontology GPA 4.0/4.0

## EXPERIENCE

**Gerontology Intern**, *Wallis Annenberg GenSpace Community Center*, Los Angeles, CA 08/2024-05/2025

- Conceptualized and executed a 3-class series, averaging 15 attendees per session, on sustainable lifestyles, eco-friendly habits, and the intersection of climate change and aging, using original presentations, discussions, and interactive activities
- Led a workshop with original presentations and handouts for 12 members on the science behind exercise for older adults
- Hosted a 5-week series on brain health education and the evidence-based utilization of games to improve cognitive health
- Led implementation of an Excel operations system to assign schedules from class preference surveys from 150 respondents
- Facilitated tours, sign-ups, and programs set-up for 300 current and prospective members, partners, and special visitors

**Community Engagement Worker**, *Los Angeles Caregiver Resource Center*, Los Angeles, CA 09/2023-05/2025

- Created marketing assets in response to 30 total requests from internal departments for Eventbrite, Mailchimp, Center webpage, and printed copies, which ensures a broad knowledge of Center events, operations, and objectives
- Transformed 4 PowerPoint presentations by condensing complex information into visually engaging, accessible slides for webinars and workshops tailored for family caregivers and older adult audiences
- Leading communications to secure newsletter placements and promotional partnership with peer organizations

**Communications and Research Fellow**, *USC Institute on Inequalities in Global Health*, Los Angeles, CA 06/2024-08/2024

- Selected into the 14-person [Sexual Rights for Social Change Academy](#) cohort, receiving training from subject experts and collaborating on research, multimedia content production, and strategic messaging to advance the sexual rights field
- Created 12 short-form videos, intended for social media, about reproductive justice, comprehensive sex education, censorship, and HIV stigma by conducting independent research, storyboarding, and utilizing popular filming techniques
- Presented a mock campaign, featuring 1 short-form video and persuasive speech, titled, "Expanding Medicaid Access in Florida for Sexual Health Services," at a capstone showcase with 35 professors and global health experts in attendance

**Publicity Intern**, *Television Academy Foundation*, Los Angeles, CA 06/2023-08/2023

- Crafted 15 weekly recap reports total across 3 film and television publicity campaigns by identifying placements and coverage across various media channels, as well as reviewing interviews and journalist quotes to capture overall sentiment
- Prepared talent itineraries, backgrounder documents, and logistical calendars for 2 global press junkets and 2 film festivals

**Development and External Relations Intern**, *USC Annenberg*, Los Angeles, CA 09/2022-05/2023

- Prepared briefings for events with upwards of 230 attendees by performing research on prospective donors
- Composed and delivered 90 personalized digital thank-you notes to donors to foster continued engagement
- Created presentations featuring student impact stories for promotion in stewardship initiatives and media channels
- Developed, managed, and tracked guest lists based on prior affiliation with university affairs, utilizing Salesforce CRM
- Served as a student ambassador for prospective donors and partners by hosting campus and Annenberg building tours

## PROJECTS

**Web Developer and Content Creator**, [carissaeats.com](https://carissaeats.com) 08/2020-Present

- Built and designed [carissaeats.com](https://carissaeats.com), an extension of [@carissaeats](https://www.instagram.com/carissaeats) on Instagram, using HTML, CSS, JavaScript, and Ruby
- Writing food narratives and cultural identity pieces, and designing graphics for website content and social media promotion

## SKILLS AND LANGUAGES

HTML/CSS/JavaScript, Canva, Java, Microsoft Suite, Google Suite, Salesforce CRM, Neon CRM, Cantonese, Mandarin