

Carissa Liu

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Los Angeles, CA

She/Her

Education

University of Southern California (USC), Los Angeles, CA

Expected Graduation: May 2025

Bachelor of Arts in Public Relations, Annenberg School for Communication and Journalism

Minor in Web Technologies and Applications, Viterbi School of Engineering

Experience

Intern, USC Annenberg Office of Development and External Relations

SEPT 2022 - PRESENT

- > Drafting, editing, and proofreading content for various types of communication materials
- > Updating and maintaining donor records in Salesforce with biographical, contact, degree information, etc.
- > Preparing briefings for events with upwards of 230 attendees by performing research on prospective donors

Web Developer and Content Creator, www.carissaeats.com

APRIL 2020 - PRESENT

- > Writing cultural identity pieces, food narratives, and restaurant recommendations in Bergen County (NJ), New York City, and places across the U.S. and abroad
- > Developed as an extension of @carissaeats
- > Built from scratch using HTML/CSS/JavaScript and Ruby (Jekyll framework)
- > Designing visually-appealing graphics for website content and Instagram promotional material

Content Creator, [@CarissaEats](https://www.instagram.com/CarissaEats)

AUGUST 2016 - PRESENT

- > Managing an Instagram account to share my cooking projects and various food endeavors
- > Writing Instagram captions for food photos to uplift small businesses in each city
- > Collaborated with Bopomofo Cafe and IRVINS Salted Egg in December 2020 to promote the launch of IRVINS, a Singaporean snack company, in U.S. markets via Bopomofo Cafe. This partnership entailed the organization of an IRVINS snack box giveaway via @CarissaEats

Social Media Marketing and Communications Intern, Masc Hospitality Group

AUGUST 2021 - NOVEMBER 2021

- > Co-managed @BronxNightMarket, @UptownNightMarket, @FordhamFlea social media 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
- > Performed weekly research on vendors who filled missing niches from the event
- > Maintained the master contact spreadsheet, alongside the operations team, with hundreds of small businesses and organizations across all five NYC boroughs
- > Led social media communications between vendors and the events team to coordinate promotional content
- > Communicated messages on behalf of the operations team
- > Incorporated interactive elements in stories to drive engagement surrounding the weekly night markets

Skills and Languages

Creative: Canva | Adobe Photoshop | Adobe Illustrator | AP Style

Technical: HTML/CSS/JS | Google Suite | Microsoft Suite | Ruby | Salesforce

Spoken: Cantonese (Conversational) | Mandarin (Limited Working Proficiency)