

Carissa Liu

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EDUCATION

University of Southern California (USC), Los Angeles, CA Expected Graduation: May 2025
Bachelor of Science in *Lifespan Health*, Leonard Davis School of Gerontology GPA 4.0/4.0
Minor in *Public Relations*, Annenberg School for Communication and Journalism
Involvements: USC Helenes, Student Gerontology Association, USC Tech Buddy Project at Good Shepherd Manor

EXPERIENCE

Student Worker, *USC Family Caregiver Support Center*, Los Angeles, CA Sept 2023 - Present

- Design banners and marketing materials for events with upwards of 300 attendees
- Coordinate outreach with various vendors to obtain complimentary materials for event giveaways

Web Developer and Content Creator, carissaeats.com Aug 2016 - Present

- Write food narratives and publish photos on carissaeats.com, which launched in April 2020
- Design visually-appealing graphics for website content and social media promotional materials
- Manage an accompanying Instagram, [@carissaeats](https://www.instagram.com/carissaeats), which started in Aug 2016, to share my cooking projects and food endeavors to an audience of 750 followers
- Coded blog website from scratch using HTML/CSS/JavaScript and Ruby (Jekyll framework)

Publicity Intern, *Television Academy Foundation*, Los Angeles, CA Jun 2023 - Aug 2023

- Placed at Organic, a global publicity agency specializing in film, television and streaming, through the Television Academy Foundation summer internship program, which accepted 38 interns amongst a pool of 1,300 applicants
- Managed press lists with thousands of contacts and crafted recap reports on 2-3 publicity campaigns weekly
- Engaged in weekly development sessions led by executives from across various sectors of the entertainment industry
- Selected into the inaugural class of [Bob Bennett Future Leaders](#), which provided 10 of 38 interns with financial support, in addition to weekly wages, to completely offset housing and transportation costs for the duration of the program

Development and External Relations Intern, *USC Annenberg*, Los Angeles, CA Sep 2022 - May 2023

- Created content for various forms of communication materials, such as newsletters and emails, by drafting, editing, and proofreading
- Revised student impact stories to promote through several media channels and to share in stewardship initiatives
- Prepared briefings for events with upwards of 230 attendees by performing research on prospective donors
- Served as a student ambassador for potential donors by hosting campus and/or Annenberg building tours

Orientation Advisor, *University of Southern California*, Los Angeles, CA 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
- Led 10 full-day, in-person and 6 virtual orientations for groups ranging from 15 to 50 students

SKILLS AND INTERESTS

- Languages: Cantonese (Conversational Fluency), Mandarin (Limited Working Proficiency)
- Technical Skills: HTML/CSS/JavaScript, Microsoft Suite, Google Suite, Apple iWork
- Design Tools: Adobe Photoshop, Adobe Illustrator, Canva