

Carissa Liu

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EDUCATION

University of Southern California (USC), Los Angeles, CA Expected Graduation: 05/2025
Bachelor of Science in Lifespan Health, Leonard Davis School of Gerontology GPA 4.0/4.0

EXPERIENCE

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

- 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
- Composed a 9-page, thesis-driven analysis advocating for the use of senior centers to execute public health initiatives, by conducting 10 qualitative interviews with GenSpace members and staff, and evaluating peer-reviewed research
- Implemented operations system using Excel to assign schedules based off class preference survey responses for 150 members
- Facilitating tours, sign-ups, and programs set-up for 200 current and prospective members in a multilingual environment

Community Engagement Student Worker, *Los Angeles Caregiver Resource Center*, Los Angeles, CA 09/2023-Present

- Creating marketing assets in response to 5 monthly requests from internal departments for Eventbrite, Mailchimp, Center webpage, and printed copies, which ensures a broad knowledge of Center events, operations, and objectives
- Leading communications to secure newsletter placements and promotional partnership with peer organizations
- Coordinating outreach with various vendors and organizations to secure complimentary materials for event distribution

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 weekly recap reports on 3 campaigns by identifying media placements and reviewing interviews to capture sentiment
- Prepared talent itineraries, background documents, and logistical calendars for 2 global press junkets and 2 film festivals
- Represented the Foundation as a Bob Bennett Future Leader [trophy presenter](#) at the 75th Primetime Emmy Awards, which included responsibilities such as escorting talent, updating schedules, and adapting to accessibility requirements

PROJECTS

Research Assistant, *USC Tech Buddy Project at Good Shepherd Manor* 09/2023-Present

- Facilitated 5 one-on-one technology help sessions for "Technology Acceptance and Use among Low-Income Older Adults: The Role of Intergenerational Technology Support," through the 2023-24 Undergraduate Research Associates Program
- Utilizing open-coding and analyzing 11 participant qualitative interviews to contribute to a combined code list (2024-25)
- Managing research progress tracker on Excel by identifying completed transcriptions and coded interviews (2024-25)

Web Developer and Content Creator, carissaeats.com 08/2020-Present

- Built and designed carissaeats.com, an extension of [@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

- Languages: Cantonese (Conversational Fluency), Mandarin (Limited Working Proficiency)
- Skills: HTML/CSS/JavaScript, Java, Microsoft Suite, Google Suite, Salesforce CRM, Neon CRM, Financial Accounting