

Carissa Liu

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Education

University of Southern California (USC), Los Angeles, CA Expected Graduation: May 2025
BA in Public Relations, *Minors in Web Development and Individuals, Societies & Aging* GPA 4.0/4.0

Experience

External Relations Intern, USC Annenberg Office for Development and External Relations Sept 2022 - Present

- > 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.

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 website from scratch using HTML/CSS/JavaScript and Ruby (Jekyll framework)

Orientation Advisor, *University of Southern California* Mar 2022 - Dec 2022

- > Coordinated and hosted student programming to support 5000 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 6 virtual and 10 full-day, in-person orientations for groups ranging from 15 to 50 students
- > 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