

Carissa Liu

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EDUCATION

University of Southern California (USC), Los Angeles, CA 01/2022-05/2025
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 08/2024-05/2025

- 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
- Implemented operations system using Excel to assign schedules based off class preference survey responses for 150 members
- 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
- 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 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
- Led communications to secure newsletter placements and promotional partnership with peer organizations
- Coordinated outreach with 15 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 15 recap reports across 3 campaigns by identifying media placements and reviewing interviews to capture 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 attendees and prospective donors
- Composed and delivered 90 personalized digital thank-you notes to donors to foster continued university engagement
- Developed presentations featuring student impact stories for promotion in stewardship initiatives and media channels
- Managed, tracked, and developed guest lists based on prior donor history and interest in university affairs

Orientation Advisor, *University of Southern California*, Los Angeles, CA 03/2022-08/2022

- Conducted 25 one-on-one advising sessions to address individual inquiries and creating personalized advisement plans
- Led 10 in-person & 6 virtual orientations for groups of 12-35 students to foster connection and familiarity with campus

PROJECTS

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

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