

# CASSANDRA ZHU

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## Education

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### New York University: College of Arts and Sciences

New York, NY

B.A in Political Science; Minor in Social Public Policy; GPA: 3.73/4.0.

May 2012

- Latin Honors: *cum laude*;
- Dean's List: Fall 2009- Spring 2011;
- Shanghai Study Abroad Program: Fall 2010.

## Work Experience

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### Postali

Freelance

*Content Developer*

Aug. 2015- Present

- Develop and optimize SEO pages to enhance visibility and online presence for various clients;
- Create compelling blog posts and featured content based on clients' target customers.

### Playpass

San Francisco, CA

*Growth Team: Sales & Marketing*

May 2015- Sept. 2015

- Managed and updated sports organizer and activity profiles in CRM database;
- Initiated, tracked, and improved digital sales campaigns using Yesware;
- Published relevant content posts on blog and company social media platforms;
- Conducted research and competitive market analysis based on set benchmarks.

### Stroock, Stroock & Lavan, LLP

New York, NY

*Litigation Paralegal*

Aug. 2013- Aug. 2015

- Reviewed and analyzed complex legal documents, case law, deposition transcripts, and financial records;
- Collected, evaluated, and presented data using excel functions in case assessments for corporate clients;
- Helped win key court hearings in favor of pro-bono clients in landlord-tenant disputes;
- 2013 & 2014 Public Service Project Award recipient for Outstanding Pro-Bono Legal Assistance.

### Belluck & Fox, LLP

New York, NY

*Legal Intern*

Feb. 2011- Aug. 2013

- Managed over a hundred cases, including all communications with clients and evidence gathering;
- Submitted claims to trusts of bankrupt entities with product liability, and won multiple settlements of \$150k+ for individual plaintiffs in asbestos-injury cases.

## Activities & Leadership

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### Hope for New York

2011- 2015

*Volunteer*

- *Herald Volleyball*: volleyball and mentorship program for NYC high school students (spring & summer);
- *St. Paul's House*: food and job training service for men experiencing homelessness or addiction (weekly);
- *Don't Walk By*: outreach event that offers homeless individuals food, shelter and medical services (annual).

### Intervarsity Christian Fellowship

2011-2012

*Executive Board*

- Regularly communicated vision and goals of the organization to other student leaders and club members;
- Implemented growth initiatives for ten small groups on campus, increasing member attendance by 30%;
- Organized outreach events such as 'Feed 100,' that aim to serve the homeless community.

### Alpha Phi Omega (national community service fraternity)

2009- 2011

- *Vice President of Fellowship*: directed committee members; organized & executed dozens of social events.

## Skills & Interests

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- **Technical Skills**: Microsoft Office (Word; Excel; PowerPoint); Photoshop CS; InDesign CS; HTML5; CSS3; Javascript; JQuery; Social Media tools including Facebook, Twitter, Tumblr, and WordPress.
- **Languages**: Mandarin Chinese (fluent).
- **Interests**: team sports; nutrition & fitness; creative writing; documentaries; aptitude/personality tests.