

christina liu

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SUMMARY

Enthusiastic marketing professional with 3 years of experience in the tech industry, focusing on project management. Strengths include communication and time management. Passions include gaming, animal rescue, and painting.

EXPERIENCE

Intel | US Marketing – Graphics Program Manager | Santa Clara, CA **Feb. 2021 – Present**

- Executing GTM marketing campaign strategy for graphics products in the United States

Intel | US Marketing Intern | Santa Clara, CA **May 2020 – Dec. 2020**

- Coordinated campaign activities between 51 retail/hardware/software partners—demonstrating a high level of influence and managed all campaign deliverables, ensuring all key campaign checkpoints were met on time
- Executed paid media activities: IGN mini-series (2.7m views proj.) & Twitter influencer campaign
- Curated exciting giveaways & secured \$23K in PC components from partners, stretching budget +50%
- Developed sponsorship with High School Esports League and created a B2B sales kit for partners

Intel | US Marketing Intern | Hillsboro, OR **May 2019 – Aug. 2019**

- Managed email marketing and internal communications for Intel Gamer Days & IEM Chicago (1.2m+ subs)
- Developed a series of compelling giveaways (custom PCs, studio tours etc.) with a budget of \$30,000
- Conducted market research and market sizing on the esports in education market and presented the business case to key decision-makers, securing buy-in and funding for future campaigns
- Assisted with the “Unblockable” Media Plan that won Internationalist Gold award for Innovation in Media

Cisco | Social Media Project Manager (Contract) | San Jose, CA **May 2018 – Nov. 2018**

- Evaluated company-wide Reddit processes and proposed new strategy to improve brand image
- Managed corporate social media handles with over 650,000 followers and collaborated with global teams on content and strategy to support 7+ different Cisco handles

CPC Strategy | Marketing Intern | San Diego, CA **Sep. 2017 – May 2018**

- Managed marketing content calendar, coordinated with sales and content team to plan webinars and blog posts, and created daily B2B emails going out to different target segments of 60k+ qualified leads
- Planned 6 corporate events in collaboration with major partners (Google, Amazon)

EDUCATION

San Diego State University **2016-2020**
Double Major: Business Administration, Marketing & Asian Studies
Relevant Coursework: Marketing Management Strategy, Marketing Analytics, Marketing Research, Retail Marketing, Statistical Analysis for Business, Intermediate Computer Programming, International Business

SKILLS

Technical Skills: Adobe Creative Cloud, Excel, Marketo, WordPress, Sprinklr, HTML, RapidMiner, Qualtrics, IBM SPSS
Languages: English (Native), Mandarin Chinese (Fluent)

LEADERSHIP

Alpha Kappa Psi | Community Service Chair | San Diego, CA **Jan. 2017 – May 2017**
Managed 3 community service projects with 90% member attendance and lead team in creating a business proposal to raise funds and awareness for non-profit organizations like CureJM (Cure Juvenile Myositis)