

# COREY LI

coreyli@utexas.edu

2300 Nueces Street • Austin, Texas 78705 • (469) 534-9882

## EDUCATION

<b>The University of Texas at Austin</b>	Bachelor of Business Administration, Management Information Systems Minor: Entrepreneurship Certificate: Elements in Computing Certificate: Design Strategies Overall GPA: 3.86	May 2022
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## EXPERIENCE

<b>RobinFeed</b> – <i>CEO and Founder</i> ; Austin, Texas	August 2019 – Present
<ul style="list-style-type: none"><li>• Designed branding and operations for a vertically integrated food social enterprise</li><li>• Provided 20+ cheap and sustainable meals per week to hungry students on campus, remedying aspects of their food insecurity</li><li>• Determined the venture's market through user channel analysis and market sizing to decide a niche market</li></ul>	
<b>Hitch</b> – <i>Brand Ambassador</i> ; Austin, Texas	May 2019 – August 2019
<ul style="list-style-type: none"><li>• Educated the local Austin community about city to city ride sharing through guerilla marketing gathering 20+ impressions a day</li><li>• Implemented digital marketing campaigns to grow brand awareness, drive bookings, and initiate downloads</li></ul>	

## ACADEMIC PROJECTS

<b>MIS 325 Database Project</b>	Fall 2019
<ul style="list-style-type: none"><li>• Analyzed datasets to best create columns and values based on drug related deaths and its surrounding characteristics</li><li>• Created a physical database on Oracle SQL Server and wrote SQL scripts that answered important business questions</li></ul>	
<b>ITD 301 Design Thinking Project</b>	Fall 2019
<ul style="list-style-type: none"><li>• Enacted FROG design thinking principles in order to gather 20+ hours of user interviews about Austin public bus safety</li><li>• Proposed a bus safety program plan that protects university students who feel uncomfortable traveling alone on bus systems</li></ul>	

## LEADERSHIP EXPERIENCE AND ACTIVITIES

<b>Social Entrepreneurship Learning Lab</b> – <i>Incubator Communications Lead</i>	Spring 2019 – Present
<ul style="list-style-type: none"><li>• Develop internal newsletters by curating content and creating layouts to over 150+ fellows to promote community and awareness</li><li>• Collect over 50 feedback forms from fellows in order to iterate and improve the processes and curriculum of the fellowship</li></ul>	
<b>Code Orange</b> – <i>General Member</i>	Spring 2019 – Present
<ul style="list-style-type: none"><li>• Taught children ages 4 – 8 basic coding concepts like variables, control flow, and logic through Scratch by MIT and Coding.org</li><li>• Created a short maze project and action platform with the mentee to present on Demo Day</li></ul>	
<b>Texas Convergent</b> - <i>Build Team Member- Tickets/Housing</i>	Fall 2018 – Spring 2019
<ul style="list-style-type: none"><li>• Resolved issues with the business plan of the app by pivoting and creating a new idea which was a multi-sided market for tickets</li><li>• Designed the account information and ticket history page to help contribute to the overall design and development of "UTix"</li></ul>	

## HONORS

• Participant of SELL your Story Pitch Competition	Fall 2019
• DELL Digital Sophomore Advantage Program Participant	Fall 2019
• BPA State 1 <sup>st</sup> Place in Network Design Team	Spring 2019
• University Honors	Fall 2018
• Convergent Demo Day – Best Business Plan, Overall 4 <sup>th</sup> Place	Fall 2018

## ADDITIONAL INFORMATION

**Computer Skills:** Python, SQL/Oracle SQL Server, JavaScript, HTML/CSS, MS Excel, Word, PowerPoint

**Languages:** Conversational in Chinese and Basic Knowledge in Spanish

**Interests:** Podcasts, Graphic Design, eSports, Marvel Cinematic Universe, Indie Pop/Rap music

**Work Eligibility:** Eligible to work in the U.S. with no restrictions