

Catherine Lu

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Education: Gretchen Whitney High School, Class of 2018

Babson College, Class of 2022

Work Experience

Intern at Visual Land, Inc. (Summer 2015)

- Redesigned accessories product line based on user research for younger demographic age groups and defined specifications
- Conducted data analysis for customer sales receipts to identify time trends for seasonal sales and profit margins vs. volume of sales.

TEDxWhitneyHigh: Media publicity intern (2016), Logistics Intern (2017), Finance Head (2018)

- Marketed the TEDx conference in local town businesses and social media. The efforts resulted in about 350 attendees, the highest recorded attendance in school history.
- Organized dress rehearsals and lead the dress rehearsal with other logistics interns
- Critiqued speeches for presentation in the weeks leading up to the event
- Raised over \$1,500 in two months for the 2018 conference

Clubs and Activities

Future Business Leaders of America (2014-current), Co-director of Public Affairs (2017-2018)

- Won 3rd place in Entrepreneurship in the Southern Section Leadership Conference 2017, qualifying for the State Leadership Conference in Sacramento
- Won 3rd place in Global Business in the Southern Section Leadership Conference 2018
- Planned resume making workshop for high school students

Chinese Club (2012-current) - Director of Internal Affairs (2016-2017), Secretary (2017-2018)

- Coordinated the design and purchase of team dance costumes and Chinese Club apparel while maintaining the club's budget
- Kept inventory for costumes and props and kept minutes for all cabinet and general meetings

Inner Council/Senior Council (2013-2018)

- Lead Activities Committee in 2014 to plan activities promoting bonding.
- Assisted in raising over \$1000 for Prom and Sadies through a variety of fundraisers including: bake sales, school sales, and ticket sales from student events.

STEM Club/Coding Cadet (2017)

- Volunteered 9 weeks and 2 hours per week with Oxford Academy throughout the summer to teach children ages 10-15 how to use HTML and CSS to build their own websites.

Volleyball (2012-2016)

- Mentored new players and taught them 5 different plays for 6 positions in 6 locations on the court, leading the team to play more efficiently and winning about 75% more games than the previous year.
- Conditioned daily throughout the season to overcome height challenges and enable me to play all positions on the team

Piano (2005-2018)

- Certificate of Merit (2009-2018), Advanced Level
- Winter Solo winner 2012 & 2018
- MTAC Branch honors recital 2015

Awards/Certification

- CPR and First Aid Certified
- Whitney MUN Most Dedicated Freshman 2015
- AP Scholar with Distinction
- USA Spirit Nationals Qualifier for Whitney High School Pep Squad
- Elementary level Spanish and Mandarin