

ISABELLA HSU

isabellahsu@utexas.edu • LinkedIn.com/in/Isabella-Hsu/

EDUCATION

The University of Texas at Austin	Bachelor of Business Administration, Canfield Business Honors & Finance Minor: Management Information Systems Certificate: Applied Statistical Modeling Overall GPA: 4.00	May 2024
--	--	----------

EXPERIENCE

Renzoe Box – <i>Business Analytics Intern</i> ; Austin, TX	June 2021 - August 2021
<ul style="list-style-type: none">• Built and analyzed database of user behavioral research to establish data-driven marketing strategy to capture core demographics• Organized value chain for Renzoe Box's recycling program to decrease organization's single-use plastic consumption by 40%• Developed financial analysis of company's proposed sustainability rewards program to determine program's savings and outline program's discount-based incentive structure	

RELEVANT PROJECTS

Women's Case Competition – <i>Finalist Team</i>	Fall 2021
<ul style="list-style-type: none">• Assessed real estate opportunities in Austin, Raleigh, and Pittsburgh to predict city with greatest potential for long-term growth and formulate investment strategy to maximize returns for case competition sponsor, Lionstone Investments	
Asian Business Student Association Spring Case Competition – <i>First Place Team</i>	Spring 2021
<ul style="list-style-type: none">• Designed and pitched operational strategy for case's client company to decommunitize services and capture greater market share in concrete industry's high margin market segments• Analyzed market research and company data to build financial models for expected savings from strategy recommendations	

LEADERSHIP EXPERIENCE AND ACTIVITIES

Texas Finance Team – <i>Junior Analyst</i>	Spring 2022 - Present
<ul style="list-style-type: none">• Consolidate and interpret current financial news to develop organization-wide market updates• Analyze company financial statements and comps to develop discounted cash flow models for stock pitches and capstone• Examined research on GlaxoSmithKline's biopharma and vaccine portfolio to formulate stock pitch to long GlaxoSmithKline	
Social Entrepreneurship Learning Lab Fellowship <i>Senior Fellow (Fall 2021)</i>	Spring 2021 - Present
<ul style="list-style-type: none">• Established and pitched venture, FryDay Learning, to improve academic outcomes for K-2 ESL students in Texas by designing flexible curriculum with greater cultural and situational pretext	
<i>Junior Fellow (Spring 2021)</i>	
<ul style="list-style-type: none">• Conducted 15 early education stakeholder interviews and examined educational data to determine root causes of early literacy education gaps for high-risk readers	
Taiwanese American Students Association – <i>Financial Officer</i>	Fall 2020 - Present
<ul style="list-style-type: none">• Created and managed budget of \$9,420 to operate club's campus-wide cultural festival, banquet, and general activities• Coordinated fundraisers and organizational partnerships to raise \$13,375 in club funds as of December 2021	
Asian American Youth Giving Circle – <i>Active Member</i>	Spring 2019 - Spring 2021
<ul style="list-style-type: none">• Evaluated grant proposals annually for allocation of up to \$15K to charities supporting Asian American youth• Volunteered and conducted on-site visits at grantee charities to assess grant impact and alignment to organizational mission	

HONORS

• Canfield Business Honors Program Scholarship	Fall 2020 - Present
• Houston Livestock Show and Rodeo Scholarship	Fall 2020 - Present
• Girls Who Invest Online Intensive Program	Spring 2022

ADDITIONAL INFORMATION

Computer Skills: MS Word, Excel, PowerPoint, Canva, Python, R, SQL

Languages: Working Knowledge in Spanish, Basic Knowledge in Mandarin, Basic Knowledge in Hokkien, Basic Knowledge in Hakka

Interests: Crossword Puzzles, Cooking Asian Cuisine, Educational Equity, Greek Mythology, Music Curation

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