Karen Wu

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EDUCATION

Carnegie Mellon University   Pittsburgh, PA
Bachelor of Science in Information Systems, Human Computer Interaction Minor   May 2023
Relevant Coursework: Info Systems Milieux, Principles of Microeconomics, and Marketing I
GPA: 3.44

WORK EXPERIENCE

Carnegie Mellon University   Pittsburgh, PA
Reasoning With Data Teaching Assistant   January 2020 - Present
- Grade and plan student homeworks and tests while overseeing student progression
- Lead lab recitations relating to data analytics and statistics as well as answering student questions
- Experimented with lab recitations and provided suggestions for improvements on labs on ISLE

Cultured Kids Cuisine   New York, NY
Research and Strategy Intern   August 2020 - December 2020
- Test and review various projects (recipes, website additions etc.) before they are released to the public
- Responsible for individual projects in finding grants, sponsorships, and incubators
- Supervise general operations of other departments to plan future opportunities for organization

DiveChat   Brooklyn, NY
College Campus Ambassador   May 2020 - August 2020
- Collaborated with fellow ambassadors to brainstorm marketing plans and ideas
- Responsible for recruiting new members and advertising the DiveChat application on Social Media platforms

Stevens Institute of Technology   Hoboken, NJ
Research Intern   July 2019 - November 2019
- Developed self-propelling technology using 3D printing techniques and machines including software to operate and modify works after testing design
- Assisted laboratory professor in normalizing data and prepared lab experiments needed each day

ACTIVITIES

American Marketing Association   Pittsburgh, PA
Consulting Committee Member   September 2020 - Present
- Designed new marketing strategy for client using in-depth analysis of competitors and current market
- Created LinkedIn social media posts and advertisements
- Contributed to weekly committee meetings discussing solutions to better market client

Korean Pop Dance Club   Pittsburgh, PA
Virtual Social Events Team Member   September 2020 - January 2020
- Organized club events on special days and designed posters for advertising
- Gathered information on relevant event ideas and researched further possibilities
- Responsible for hosting event virtually and keeping event organized

American Marketing Association   Pittsburgh, PA
Case Competition Committee Member   September 2020 - December 2020
- Participate in case competitions doing research and case analysis independently
- Worked on case write-ups and brainstormed suggestions for competition

SKILLS & INTERESTS

Skills: Microsoft Excel and PowerPoint, Certified Autodesk Inventor, and Chinese
Languages: Python, C++, Arduino, Java, HTML, CSS, Javascript, SQL, Ruby
Awards: 2018 Siemens Discovery Semifinalist, 2018 NYSSEF 3rd Place, 2018 Questbridge Finalist
Interests: Dance, Violin, Fashion, Cooking, Badminton, and Technology