

Kristina Liu

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EDUCATION

Cornell University

Ithaca, NY

College of Agriculture and Life Sciences | Bachelor of Science

Expected December 2020

Major: Information Science | **Concentrations:** User Experience Design and Data Science | **Minor:** Applied Economics

Major GPA: 4.00 | **Cumulative GPA:** 3.91 | **Honors:** Dean's List, NYS High Education Scholarship, National AP Scholar

Relevant Coursework: Data-driven Web Applications, Intermediate Design and Programming for the Web, Intro to iOS App Development, Personal Relationships and Technology, Introduction to Data Science, Object-Oriented Programming & Data Structures, Introduction to Computing Using Python, Networks, Information Ethics, Law, and Policy.

WORK EXPERIENCE

Zumata

Singapore

Business Development & Marketing Intern

Jun – Aug 2018

- Consulted a travel technology startup on chatbot projects and worked with the COO on improving marketing strategy
- Spearheaded an automated email campaign using HubSpot software that increased open and response rates
- Created PowerPoint pitch decks for chatbot technology, flyers, an award application, and a proposal for hotel clients
- Evaluated API performance by assessing metrics on Excel; analyzed supply chain to improve engagement strategy

LEADERSHIP EXPERIENCE

Global Network

Ithaca, NY

President

Jan 2018 – Present

- Directed weekly chapter and Executive Board meetings and planned initiatives to raise awareness for global issues
- Led a rebranding campaign that included a new logo, marketing collateral, social media, and corporate partnership
- Established a partnership with Ivy Camps USA; worked with founders to direct the intern recruitment process at Cornell
- Managed a sub-team that conducted interviews for Ivy Camps' applicants and created a Cornell onboarding program

Sustainable Design Engineering Project Team (CUSD)

Ithaca, NY

Assistant to Director of Operations

Jan – Dec 2018

- Coordinated 6 educational panels and volunteering events with 10 student organizations for 100+ club members
- Presented progress at weekly executive board meetings and led an event planning committee
- Devised proposals for *Project Tiny Home* with the business sub-team to successfully obtain a \$5000 grant

EXTRACURRICULAR ACTIVITIES

Forte Campus

Ithaca, NY

Junior Member

Sep 2018 – Present

- Gained professional development and insight into issues facing working women through a weekly education series
- Collaborated to design stickers and create promotional materials for a sticker fundraiser that raised \$350

LOKO Dance Crew

Ithaca, NY

Art Team

Sep 2017 – May 2018

- Edited videos using Premier and Photoshop and uploaded videos to social media platforms (YouTube, Facebook)
- Filmed choreography pieces and live performances

AIESEC Global Exchange

Budapest, Hungary

Global Volunteer

Jan 2018

- Volunteered as a creative marketer for Budapest AIESEC and launched campaigns for two leadership programs
- Created a WordPress website, designed Facebook posts with Illustrator, and produced a short promotional video

ADDITIONAL INFORMATION

Technical: HTML/CSS and JavaScript, Sketch, Python, Swift, Java, Adobe Premiere/Illustrator, Microsoft Office
Interests: Film Editing, Asian American Identity, Women Empowerment, Traveling, Tennis, Running, Herbal Teas