

# Kristina Liu

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## EDUCATION

### Cornell University

*College of Agriculture and Life Sciences | Bachelor of Science*

**Ithaca, NY**

*Expected December 2020*

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

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

**Relevant Coursework:** Object-Oriented Programming & Data Structures, Introduction to Computing Using Python, Data-driven Web Applications, Intermediate Design and Programming for the Web, Introduction to Data Science, Designing Technologies for Social Impact, Networks, Personal Relationships and Technology, Probability Models.

## WORK EXPERIENCE

### Zumata

*Business Development & Marketing Intern*

**Singapore**

*Jun – Aug 2018*

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

### Syracuse University

*Siemens Engineering Intern*

**Woodstock, NH**

*Jul – Aug 2016*

- Conducted a 6-week independent research project with Dr. Chris Johnson at the Hubbard Brook Experimental Forest
- Analyzed long-term trends of woody debris over 40 years on Excel to measure ecological stability of a watershed
- Hypothesized that a 75% mass increase and tree demographic changes resulted from Beech Bark Disease
- Presented findings at the Northeastern Research Cooperative as the only high school student among 250 participants

## LEADERSHIP EXPERIENCE

### Global Network

*President*

**Ithaca, NY**

*Jan 2018 – Present*

- Led weekly meetings; collaborated with Executive Board to plan campus discussions on relevant global issues
- Established a partnership with a startup, Ivy Camps USA, to support their intern recruitment process at Cornell
- Pitched abroad programs at information sessions, administered exchange participants, and created marketing materials
- Volunteered in Budapest, Hungary for a non-profit and spearheaded marketing campaigns for 2 leadership programs

### Sustainable Design Engineering Project Team (CUSD)

*Assistant to Director of Operations*

**Ithaca, NY**

*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

### Cornell Impact Investing

*Associate*

**Ithaca, NY**

*Sep 2018 – Present*

- Cultivated knowledge of global markets through presenting case studies and attending lectures and weekly workshops
- Collaborated in a team to research Colombia's agriculture industry and create a pitch deck for an impact investing firm

### Forte Campus

*Junior Member*

**Ithaca, NY**

*Sep 2018 – Present*

- Gained professional development and insight into issues facing women in the workplace through an education series
- Admitted into a new member class of 9 with a 7% acceptance rate

## ADDITIONAL INFORMATION

**Technical:** Java, Python, HTML/CSS and JavaScript, Adobe Premiere/Illustrator, Microsoft Office

**Interests:** Film Editing, Asian American Identity, Women Empowerment, Traveling, Tennis, Running, Herbal Teas