

Kristina Liu

414-3 Eddy St, Ithaca, NY | (315) 415-8503
kl768@cornell.edu | kristyliu.me

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