

SOPHIE LIU

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EDUCATION

University of California, Los Angeles (UCLA)

Bachelor of Science in Cognitive Science; Minor in Music Industry

Los Angeles, CA

Expected Jun 2027

- Cumulative GPA: 3.7/4.0

- Activities: UConsulting, 180 Degrees Consulting, Campus Tour Guides, Bruin Club Tennis, Gamma Phi Beta

The Branson School

Ross, CA

- Academics and Honors: 4.0 UW GPA, The Chase Fellowship

Graduated Jun 2023

- Activities: Class President, Varsity Tennis Captain, Women of Color Leader, Girls A-Capella Leader, Asian Affinity Group

PROFESSIONAL EXPERIENCE

NBCUniversal CampusU

Incoming Marketing Intern; UCLA's Representative

Los Angeles, CA

Fall 2024

Sophiee.Stitches - Crochet and Knitting Small Business

Small Business Owner; Content Creator

Los Angeles, CA

Mar 2020 - Present

- Refined 30+ crochet patterns for artists in 10+ countries; assisted with promotion; made 300,000+ impressions via Instagram
- Grossed \$4,000 in sales over 3 years through designing and marketing 3 instantly downloadable crochet patterns via Etsy
- Sourced vegan and recycled materials to commission 28 custom pieces tailored to each customer's size and style preferences
- Boosted account to 3,000+ followers over 2 months and established brand ID by researching Instagram's creator algorithms

Adidas (Contract)

Undergraduate Consultant

Los Angeles, CA

Jan 2024 - Mar 2024

- Gathered and synthesized 350+ survey responses into impactful takeaways on Gen-Z's priorities when purchasing shoes
- Administered 2 focus groups to gain insight on consumer preferences regarding pricing, branding, promotions, and more
- Constructed slide deck to synthesize key findings and extract key data-driven takeaways for Adidas's marketing strategy

Jazz Hands for Autism (Contract) - Music Education Non-Profit

Undergraduate Consultant

Los Angeles, CA

Feb 2024 - Mar 2024

- Identified 50+ foundations and companies to recommend as sponsors; evaluated each sponsor based on mission alignment
- Located 40 ADA accessible, ADA complaint, and affordable venues in Los Angeles, Brooklyn, Nashville, and New Orleans
- Constructed a slide deck of 40+ to effectively present a holistic plan for all 4 stops on the tour; lead final recommendation

Frankie & Jo's Marin - Vegan Ice Cream Shop

Interim Manager; Scooper

Larkspur, CA

Jun 2023 - Dec 2023

- Crafted optimized store hours for C-level by analyzing 250 lines of Squarespace data and compiling customer feedback
- Managed and trained 5 hires with emphasis on hospitality; oversaw inventory, product shipments, and onboarding
- Earned highest tips of employees by pioneering excellent customer service and education on our gluten-free vegan ice cream

The Chase Fellowship - Grant to Develop High School History Curriculum

Project Founder and Lead

Greenbrae, CA

Jun 2022 - Sept 2023

- Designed 3-week interactive high-school curriculum on legacy of redlining in Marin County with \$1,500 grant
- Piloted curriculum in 5 schools during 2022-23 school year through partnering with 5 local educators and 5 students
- Proposed curriculum's integration into the Marin County Office of Education's mandated ethnic studies course by 2030

LEADERSHIP & VOLUNTEER EXPERIENCE:

UConsulting and 180 Degrees Consulting - UCLA Undergraduate Consulting Organizations

Consultant; Recruitment Committee

Los Angeles, CA

Jan 2024 - Present

- Selected 1 of 13 out of 270+ applicant pool to collaborate on projects for clients ranging from startups to Fortune 500's
- Completed an 8 week training in market research, case analysis, excel, growth strategy & deliverable presentation skills

UCLA Campus Tour Guides

Tour Guide; DEI Committee

Los Angeles, CA

Nov 2023 - Present

- Trained 60+ hrs to share my UCLA experience with prospective Bruins from around the world and promote higher education
- Tailoring tour scripts to meet the needs of first-generation, underrepresented and low-income prospective students
- Pioneered UCLA's first South East Asian and Pacific Islander script; incorporated 30+ new facts and anecdotes into script

Marin County Youth Commission

Co-Chair; Social Media Chair

Los Angeles, CA

Aug 2020 - Jun 2023

- Increased funding by \$8,500 through initiating and maintaining 5 community partnerships with the commission
- Boosted attendees by ~400 by designing community outreach strategy for annual Mental Health Festival
- Prepared and facilitated 110+ weekly meetings for group of 23 youth to ensure all subcommittees meet their goals

ADDITIONAL

- **Skills:** G-Suite, Microsoft Office Suite, Social Media, Illustrator, Market Research, Collaboration, Public Speaking
- **Interests:** Music History, Yarn Fibers, Animated Movies, Music Production, Friendship Bracelet Making, Hiking