

# Yuxi Shi

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## EDUCATION

**Carnegie Mellon University**, Pittsburgh, PA

May 2022

Bachelor of Science in Business Administration | Additional Major in Statistics | Minor: Media Design | GPA: 3.24

*Relevant Coursework:* Fundamentals of Programming & CS, Business Computing, Regression Analysis

Women's Bond Club Scholar – a four-year competitive finance college scholarship with mentorship from industry professionals

## PROFESSIONAL EXPERIENCE

**Carnegie Mellon University Global Languages & Cultures Room**, Pittsburgh, PA

October 2018 - Present

*Team Member, Customer Service*

- Lead multiple weekly tours with audience varying across CMU faculties, modern language classes, and campus visitors to increase student interest and enrollment
- Promote student art displays, virtual reality exhibitions, and modern language discussions on major social media forums

**The New York Public Library**, New York, NY

June 2019 - August 2019

*Human Resources Employee Experience Summer Intern*

- Created 9 educational videos and tutorials for local librarians using Adobe Captivate, Bridge, iMovie, and PowerPoint
- Assisted in reviewing 450+ applications and resumes to determine viability of candidates through iCIMS, a recruiting software
- Organized and analyzed data on staff training through Microsoft Excel and Google Sheets to gauge training completion

**Resilient Wellness**, San Francisco, CA

June 2019 - August 2019

*Remote Marketing and Social Media Intern*

- Created 5 informational company brochures educating readers on multi-generational trauma and support group channels
- Led all efforts around company social media strategy to increase awareness of organization programs
- Designed 20+ mental health graphics and statistics across social media platforms to promote holistic health

**Harlem Grown**, Harlem, NY

June 2018 - August 2018

*Development and Special Events Intern*

- Processed and inventoried \$20K+ worth of donations through Bloomerang, a donor management software
- Managed annual Back to School Drive and delivered 60+ supply-filled backpacks to children in low-income communities
- Prospected new donors through email campaigns and addressed all follow-up inquiries
- Complied grants and potential corporate partnerships in alignment with Harlem Grown's strategic initiatives

## ACTIVITIES

**180 Degree Consulting**, Pittsburgh, PA

December 2019 - Present

*Marketing Consultant*

- Work in a team of 6 to support local nonprofit organizations with pro-bono consulting
- Learned consulting practices from monthly lectures, presentations, and company visits with consulting professionals

**Moneythink**, Pittsburgh, PA

September 2018 - Present

*Co-Director of Marketing*

- Develop and execute marketing and social media plan for school year
- Advise 6-25 students through a weekly program focused on real-world financial decisions
- Mentor low-income teens weekly in local high schools around college admission and job application processes

**Awareness of Roots in Chinese Culture (ARCC)**, Pittsburgh, PA

September 2018 - Present

*Public Relations Chair, Spring Theatre PR Committee Co-Lead*

- Co-lead a team of 10 students to facilitate PR logistics for largest annual cultural campus show, ARCC Spring Theater
- Increased Facebook and Instagram account following by 60+ within first month
- Coordinate monthly cultural events highlighting traditional Chinese holidays with 50+ students attending per event

## SKILLS & INTERESTS:

- *Technical:* Microsoft Office Suite, Tableau, Python, SQL, Adobe Creative Suite, SolidWorks, Social Media
- *Language:* Mandarin Chinese
- *Interests:* Martial Arts, Graphic Design, Habitat for Humanity