

Zoe Robinson

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Education

Carnegie Mellon University, Pittsburgh, PA.

Expected May 2027

Major in Information Systems

- Current GPA: 3.8
- Awards & Honors: Fall 2023 & Fall 2024 Dietrich College Dean's List with High Honors
- Relevant Coursework: Principles of Microeconomics, Reasoning with Data, Interpretation and Argument
- Key Projects: Designed a [selection sort visualization](#) using Python.

Leadership and Activities

Carnegie Mellon Racing – A Formula SAE Electric Champion, Pittsburgh, PA.

June 2024 – Present

Vice President of Marketing & Outreach, 30-member department

- Set key performance indicators to measure and track department success
- Increased member interest by 240% through marketing events, social media, and creation of materials
- Built strategy and resources to improve member retention, facilitating long term knowledge transfer.
- Raised \$37.2k through leading the club's most successful fundraising campaign over three months
- Managed manufacturing logistics, inventory, and creative vision for fall/spring merchandise
- Collaborated with designers and engineers to create, iteratively test, and validate a website redesign.

Marketing & Outreach Lead

August 2023 – June 2024

- Planned and executed team events with a core team of five upperclassman
- Co-led 2024 Rollout Event (new car reveal) for 1k attendees: managed location, lighting and livestreaming, orchestrated entertainment and food, applied livery, and ran social media campaign

Teens Who Care, Newcastle, WA.

January 2021 – May 2023

Volunteer

- Taught 100+ senior citizens how to use online applications; awarded volunteer of the month

Professional Experience

Girls Rock Math, Seattle, WA.

June – August 2024

Site Director

- Led a fun and creative math learning camp for 80+ girls aged 6-12.
- Directed, audited, and coached five counselors and three counselors in training
- Ran all administrative activities: parent communication, budget, classroom setup, etc.

University of Washington, Seattle, WA.

July – August, 2022 & 2023

Teaching Assistant at the Robinson Center for Young Scholars

- Collaborated with the course instructor to redesign course materials for optimal student engagement
- Supervised 20+ students during class, field trips and lunch, maintaining orderly conduct
- Graded students work and produce weekly parent newsletters that showcased student accomplishments

Bellevue Club, Bellevue, WA.

July 2021 – August 2021

Lifeguard

Skills and Interests

Technical Skills: JIRA, Confluence, Python, Java, SQL, Figma, Microsoft Office & Google Workspace

Communication Skills: Excellent written and verbal communication, adept at drafting clear and concise reports

Interests: Formula 1, reading, fusion cuisine, learning Korean and Spanish, visual arts