

# Kristy B. Wu

Appleton, WI 54911

(920) 815-1436

kristybwu@icloud.com

[www.linkedin.com/in/kristybwu](http://www.linkedin.com/in/kristybwu)

<https://www.kristybrightwu.com>

## Education

**Bachelor of Arts in Business Administration** - WASHINGTON STATE UNIVERSITY, PULLMAN, WA – GPA 3.31

MAY 2026

- Major: Marketing | Minor: Communications
- Certificates: Global Leadership, Professional Sales, Behavioral Business Research

## Marketing & Customer Management Experience

**Marketing Intern** – INTERNATIONAL CENTER, PULLMAN, WA

AUGUST 2024 – PRESENT

- Designed and implemented event marketing strategies to boost attendance and promote a positive, inclusive environment for all students.
- Conducted interviews for intern candidates and supported the recruitment process, ensuring alignment with center goals and culture.
- Established key communication channels, serving as one of the primary representatives to foster community and safety for students.

**Marketing Club Member & VP of Public Relations** - CARSON COLLEGE OF BUSINESS, WASHINGTON STATE UNIVERSITY, PULLMAN, WA

SEPTEMBER 2023 – PRESENT

- Designed a distinctive logo through Canva to promote and embody the essence of the Marketing Club, showcasing my ability to create graphics digitally.
- Led communications by sending out weekly updates, coordinating events on Sutable, and fostering connections with fellow members.
- Strengthened collaboration and communication skills by organizing club activities and marketing discussions.

**Social Media Intern** – NATIONAL MS SOCIETY

JUNE 2024 – AUGUST 2024

- Developed and curated engaging content across multiple platforms (Instagram, Facebook, LinkedIn, X), increasing campaign reach and user engagement.
- Managed daily operation of the Society's social media presence, utilizing Sprout for community management to monitor trends and address user feedback.
- Analyzed and compared social media performance metrics, driving adjustments to optimize future content strategies.

**Marketing Intern** - CAMPUSREEL, PULLMAN, WA

JANUARY 2024 – MAY 2024

- Produced concise and engaging video content to capture the authentic student experience at Washington State University, driving increased platform visibility.
- Collaborated with the marketing team to ensure content aligned with brand messaging and overall strategy.

## Leadership Experience and Professional Development

**Student Ambassador** - CARSON COLLEGE OF BUSINESS, WASHINGTON STATE UNIVERSITY, PULLMAN, WA

AUGUST 2023 – PRESENT

- Delivered personalized Carson College of Business tours to prospective students, providing in-depth insights into academic programs and the student experience at WSU
- Led recruitment efforts with other ambassadors at events such as Fall Preview and Carson Launch, engaging with future students to promote business programs.
- Collaborated with admissions and faculty to develop outreach strategies, increasing prospective student engagement through tailored presentations and targeted communication efforts.

**EDGE Mentor** – CARSON COLLEGE OF BUSINESS, WASHINGTON STATE UNIVERSITY, PULLMAN, WA

AUGUST 2024 – PRESENT

- Mentored first-generation students, supporting them through their transition into university life and helping them navigate academic challenges.
- Organized events to foster community among mentees and provided personalized academic and career advice.
- Collaborated with faculty and staff to develop tailored resources and workshops that address the unique challenges faced by first-generation students, enhancing their academic success and personal development.
- Facilitated regular check-ins with mentees to monitor progress, providing ongoing guidance on academic planning, time management, and leveraging campus resource to ensure their success.

**Professional Development Workshop MODEL** – “DRESS FOR SUCCESS” WORKSHOP, WASHINGTON STATE UNIVERSITY, PULLMAN, WA

SEPTEMBER 2023

- Assisted in planning and delivering a successful workshop on professional attire, offering advice and resources to peers on business-appropriate clothing.

## Skills & Competencies

- **Customer Relationship Management (CRM):** Strong ability to foster customer engagement and satisfaction through tailored communication and personalized services.
- **Data Analysis:** Proficient in analyzing marketing trends, social media metrics, and customer feedback to inform strategic decisions.
- **Project Management:** Experienced in planning and executing marketing campaigns, working with cross-functional teams, and managing time-sensitive projects.
- **Digital Marketing:** Skilled in using social media platforms and tools such as Sprout and Canva to manage and enhance brand presence.
- **Team Collaboration:** Proven experience working within teams to achieve shared goals, foster communication, and contribute to organizational success.

## Honors/Awards

- Distinguished WUE Cougar Award Waiver AUGUST 2022 - PRESENT
- Marshall and Ken Dorene Endow. Scholarship AUGUST 2023 - PRESENT
- Schroeder Ruth & Fred 1921 Ln Scholarship AUGUST 2023 - PRESENT