

Kristy B. Wu

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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 – MERRILL GARDENS, SEATTLE, WA / REMOTE

MAY 2025 – PRESENT

- Conducted brand audits and updated website content to ensure alignment with Merrill Gardens' branding and showcase community life.
- Utilized tools such as Smartsheet and SOCi to manage social media workflows, draft Facebook posts, and coordinate content across multiple communities.
- Created quarterly reports and collaborated with the marketing team to analyze metrics, identify focus communities, and support ongoing improvements.

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 – SCHOOL OF DESIGN AND CONSTRUCTION, WASHINGTON STATE UNIVERSITY, PULLMAN, WA

APRIL 2025 – PRESENT

- Created posts on Instagram based on the requests of the faculty in the School of Design and Construction.
- Researched events happening within the School of Design and Construction and created posts based on relevant content.
- Reviewed and optimized all social media content to meet ADA accessibility requirements and promote inclusivity

Marketing Intern – INTERNATIONAL CENTER, PULLMAN, WA

AUGUST 2024 – APRIL 2025

- 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.

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.

Front Desk Employee - CARSON COLLEGE OF BUSINESS, WASHINGTON STATE UNIVERSITY, PULLMAN, WA

AUGUST 2025 – PRESENT

- Served as the first point of contact for students and visitors by answering questions, managing appointment check-ins, and providing information.
- Coordinated communication between students and academic advisors to ensure efficient scheduling and smooth appointment flow.
- Performed daily front desk operations, including closing procedures, maintaining organization, and supporting overall center functionality.

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.
- 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.

Study Abroad – CARSON COLLEGE OF BUSINESS, WASHINGTON STATE UNIVERSITY, DUBAI

MARCH 8-16, 2025

- Explored tourism in the Middle East and had the opportunity to visit some of the top-rated hospitality buildings.
- Talked with many innovation and hospitality leaders in Dubai and learned about the importance and quality of hospitality.