

Kristy B. Wu

Professional Summary

Pullman, WA 99163

(920) 815-1436

kristybwu@icloud.com

www.linkedin.com/in/kristybwu

<https://www.kristybrightwu.com>

Recent Washington State University graduate with experience in social media management, marketing communications, content creation, event promotion, brand management, market research, and customer engagement. Skilled in developing digital content, managing social media platforms, conducting consumer research, coordinating marketing initiatives, and supporting organizational communications. Passionate about combining creativity and strategy to build engaging brand experiences across digital and in-person channels.

Education

Bachelor of Arts in Business Administration - WASHINGTON STATE UNIVERSITY, PULLMAN, WA – GPA 3.2

MAY 2026

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

Professional Experience

Marketing Intern – MERRILL GARDENS, SEATTLE, WA / REMOTE

MAY 2025 – MAY 2026

- Conducted brand audits and digital marketing evaluations for senior living communities to identify opportunities for improved online presence and community engagement.
- Created and scheduled social media content through SOCi while maintaining brand consistency across multiple community accounts.
- Assisted with website content updates and digital marketing initiatives to improve communication with residents, families, and prospective residents.
- Compiled and analyzed marketing performance data to support quarterly reporting and strategic decision-making.
- Collaborated with community teams to create promotional materials, event marketing campaigns, and resident-focused content.
- Managed project timelines and marketing deliverables using Smartsheet while supporting multiple community marketing initiatives.
- Developed written content including social media captions, website copy, and marketing communications.

Social Media Intern – WASHINGTON STATE UNIVERSITY SCHOOL OF DESIGN & CONSTRUCTION, PULLMAN, WA

APRIL 2025 – MAY 2026

- Developed and published engaging social media content highlighting student achievements, faculty accomplishments, departmental events, and academic programs.
- Created graphics, short-form videos, and promotional materials that increased visibility and awareness of department initiatives.
- Collaborated with faculty and staff to identify content opportunities and communicate key messages to prospective and current students.
- Maintained organized content schedules to ensure consistent communication across social media channels.

Front Desk Assistant – WASHINGTON STATE UNIVERSITY CARSON COLLEGE OF BUSINESS, PULLMAN, WA

AUGUST 2025 – MAY 2026

- Served as a primary point of contact for students, faculty, staff, and visitors, delivering professional customer service and administrative support.
- Assisted students with navigating university resources, scheduling appointments, and accessing academic support services.
- Managed incoming phone calls, emails, and in-person inquiries while ensuring timely and accurate communication.
- Supported office operations through record maintenance, administrative projects, and event preparation.
- Demonstrated strong interpersonal communication skills while addressing questions and directing individuals to appropriate campus resources.

Vice President of Communications – WASHINGTON STATE UNIVERSITY MARKETING CLUB, PULLMAN, WA

AUGUST 2024 – MAY 2026

- Led communication and promotional efforts for one of the university's largest student marketing organizations.
- Managed social media platforms and developed content designed to increase member engagement and event attendance.
- Created branded graphics, marketing materials, and promotional campaigns using Canva.
- Coordinated communication efforts for workshops, networking events, employer presentations, and professional development opportunities.
- Collaborated with executive board members to support member recruitment, retention, and organizational growth.

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

AUGUST 2023 – MAY 2026

- Represented the college during recruitment events, information sessions, campus tours, and outreach programs.
- Shared personal academic and professional experiences with prospective students and families.
- Promoted Carson College programs, resources, and student opportunities to diverse audiences.
- Assisted with event logistics and engagement activities supporting student recruitment efforts.

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

AUGUST 2024 – MAY 2026

- Mentored incoming business students during their transition to Washington State University.
- Provided guidance on academic success, campus involvement, leadership opportunities, and professional development.
- Connected students with campus resources and fostered a supportive peer network.
- Encouraged student engagement through mentorship, goal setting, and resource sharing.

Social Media Intern – NATIONAL MS SOCIETY, REMOTE

JUNE 2024 – AUGUST 2024

- Assisted in the development and execution of social media content designed to raise awareness of multiple sclerosis, promote fundraising initiatives, and engage community members across digital platforms.
- Created written content aligned with organizational messaging and brand guidelines to support advocacy, education, and outreach efforts.
- Monitored social media engagement and audience interactions to identify trends and opportunities for increased community engagement.
- Collaborated with marketing and communications team members to support awareness campaigns, fundraising events, and volunteer initiatives.
- Contributed to content calendars and campaign planning efforts to ensure timely and consistent communication across platforms.

Marketing Intern – WASHINGTON STATE UNIVERSITY INTERNATIONAL CENTER, PULLMAN, WA

AUGUST 2024 – APRIL 2025

- Developed marketing materials and promotional content designed to increase awareness of programs, services, and events available to international students.
- Assisted with social media management by creating engaging content that highlighted student experiences, cultural events, and campus resources.
- Collaborated with staff members to promote international education initiatives and foster student engagement within the campus community.
- Supported event marketing efforts through digital communications, promotional campaigns, and content creation.
- Helped maintain consistent branding and messaging across marketing channels and student-facing communications.
- Conducted research on audience engagement strategies to improve outreach effectiveness and program visibility.

Marketing Intern – CAMPUSREEL, PULLMAN, WA

JANUARY 2024 – MAY 2024

- Created video content showcasing student life, campus culture, academics, housing, dining, and extracurricular experiences at Washington State University for prospective students and families.
- Produced authentic, student-focused content designed to help future college students make informed enrollment decisions.
- Planned, filmed, edited, and submitted video content while maintaining quality standards and brand guidelines established by CampusReel.
- Shared personal experiences and insights regarding college life, student involvement, and academic opportunities to increase audience engagement and relatability.

Projects

Founder & Creative Director – MADE BY KRISTY WU, @MADEBYKRISTYWU ON ALL PLATFORMS

MAY 2026 – PRESENT

Description: Founded and developed an independent creative brand focused on custom hand-painted glass artwork and personalized commissions. Responsible for all aspects of business development, branding, content creation, and customer experience while building an online presence across Etsy and social media platforms

- Developed and launched a small business from concept to market, including branding, product development, pricing strategy, and customer experience planning.
- Designed and created original hand-painted glass artwork inspired by client requests, pop culture, and personal artistic concepts.
- Built and managed an Etsy storefront, including product listings, SEO-focused descriptions, photography, and customer communication.
- Created marketing content for TikTok and Instagram to increase brand awareness and showcase products through short-form video and visual storytelling.

Founder & Brand Developer – HEALING ISN'T LINEAR, HEALINGISNTLINEAR.WEEBLY.COM

JANUARY 2026 – PRESENT

Description: Created Healing Isn't Linear, a digital initiative focused on promoting mental wellness, self-growth, and authentic conversations around personal healing through relatable content and community-centered storytelling.

- Developed the brand concept, mission, messaging framework, and visual identity for a mental wellness-focused platform.
- Created social media content designed to encourage self-reflection, resilience, and healthy discussions surrounding personal growth.
- Conducted audience research to identify content themes and messaging strategies that resonate with individuals navigating personal challenges.

Skills

Marketing & Communications: Marketing Communications, Digital Marketing, Social Media Marketing, Content Marketing, Brand Management, Brand Strategy, Public Relations, Community Engagement, Event Marketing, Email Marketing, Marketing Campaign Development, Promotional Strategy, Audience Engagement

Content Creation & Design: Content Creation, Social Media Content Development, Short-Form Video Creation, Video Production, Video Editing, Copywriting, Storytelling, Graphic Design, Visual Branding, Photography, Product Photography, Creative Direction

Research & Analytics: Market Research, Consumer Behavior Research, Survey Design, Qualtrics, Data Analysis, Data Interpretation, Competitive Analysis, Audience Research, Reporting & Performance Analysis, A/B Testing, SEO Fundamentals, Google Analytics Fundamentals

Project & Business Management: Project Coordination, Cross-Functional Collaboration, Event Coordination, Client Communication, Customer Service, Time Management, Relationship Building, Organizational Leadership, Entrepreneurship, Small Business Management, E-Commerce Operations

Software & Platforms: Canva, Figma, SOCi, Smartsheet, Qualtrics, Microsoft Office Suite, Microsoft PowerPoint, Microsoft Excel, Google Workspace, Etsy Seller Platform, Instagram, TikTok, Facebook, LinkedIn

Leadership: Team Collaboration, Leadership Development, Mentorship, Public Speaking, Presentation Skills, Stakeholder Communication, Professional Networking, Problem Solving, Adaptability, Strategic Thinking