Annie Geng

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EDUCATION

Carnegie Mellon University, Tepper School of Business   **Pittsburgh, PA**
Bachelor of Science in Business Administration; Additional Major in Statistics   May 2025
Minor in Human-Computer Interaction
Relevant Coursework: Optimization for Business, Marketing I, Operations Management
GPA: 3.92/4.00

WORK EXPERIENCE

Blatek Industries, Inc.   **State College, PA**
Operations Assistant   *May 2022 – August 2022*
- Created and standardized 200+ instructional guides that streamlines engineering processes
- Digitized engineering routers using Microsoft Word, Excel and ERP software for easier technological access

Carnegie Mellon University   **Pittsburgh, PA**
Virtual Tartan Ambassador   *June 2022 – August 2022*
- Administered 20+ virtual campus tours to 400+ prospective CMU students through Zoom platform
- Communicated the CMU student experience and brand through personal stories and anecdotes

Global Peace Foundation   **Remote**
Korea Project Associate   *January 2022 – May 2022*
- Conducted literature reviews and developed a database on research about the Korean-American diaspora
- Collaborated with cross-functional teams to deliver insights through a final presentation to the GPF team

ORGANIZATION EXPERIENCE

Carnegie Mellon Business Association   **Pittsburgh, PA**
VP of Internal   *September 2022 – Present*
- Facilitated a community of 80+ members by organizing social and professional development events
- Coordinated with university professors and student organizations to host educational panels

American Marketing Association   **Pittsburgh, PA**
Pro-Bono Consulting Committee Member   *September 2021 – Present*
- Delivered marketing and design services to local Pittsburgh nonprofits to increase brand awareness
- Improved and designed high fidelity wireframes using Figma to enhance user experience and brand cohesion

Korean Pop Dance Club (KPDC)   **Pittsburgh, PA**
Showcase Coordinator   *October 2021 – Present*
- Programmed weekly committee meetings to solidify ideas and plans for the Fall and Spring KPDC showcases
- Advertised showcases through various social media platforms, with 350+ attendees per showcase

AWARDS & HONORS

Dean's List in the Tepper School of Business   February 2021 & June 2022
NSLI-Y Korean Language Program   June 2021
SCAHS Alumni Association Award   June 2021

SKILLS

Technical: Google Workspace, Microsoft Office, Python, R Studio, Canva, Figma, HTML, CSS
Languages: Chinese [Fluent], Spanish [Proficient], Korean [Intermediate]