

ALVIN TSAO LIU

SOFTWARE ENGINEER & BUSINESS STRATEGIST

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Passionate individual skilled in marketing, presentation, and networking, with strong problem-solving and technical abilities. Recognized for my dedication, professionalism, and impact-driven mindset, I bring a unique blend of interpersonal skills and commitment to everything I do.

EDUCATION

Undergraduate Student at University of California - Merced **Aug 2023 - May 2027**

- Bachelors of Science; Computer Science & Engineering
- Bachelors of Science; Business and Management Economics

PROFESSIONAL EXPERIENCE

Advertising Consultant, The Woo Agency, advertising agency **Oct 2022 - Mar 2023**

- Created an competitive advertising campaign pitch targeting Generation Z, the next influential consumer group for the client, Supergoop!
- Used digital marketing and strategic planning in combination with data. While being
- Mentored by seasoned professionals along the way, and experienced a natural work environment and increased my knowledge on strategy, branding, conception/execution, and presentation skills.

Northrop Grumman, aerospace and defense company **Jun 2022 - Feb 2023**

- Completed a two year selective program and partook actively in CUBESAT satellite CAD development and 3D printing a mockup with mission constraints and presenting these ideas and process at Northrop Grumman's Space Park and was invited to return to the program.

Chief Operation Officer, Business Society **February 2024 - Oct 2025**

- Supervised campus events involving technical hardware and security of event attendees, while actively auditing event plans and financial details for the event. Manages a small team

Assistant, Office of Technology, Innovation and Industry Relations **September 2024 - Sep 2025**

- Supported office operations through handling of logistics, reviewing patent application, NSF I-Corps meetings
- Managing over 15 patented research projects, propelling UC Merced to becoming a R1 rated school in the research academia community.
- Took on social media management along with website development and engaged in various administrative tasks and community engagement, increasing impressions on the account by 25%

I+D hub representative, BlackStone Launchpad **January 2025 - May 2025**

- Hosted workshops, speaker series, and professional development events closely associated to the business & entrepreneurship worlds, hosting and engaging public audiences.

KEY ACHIEVEMENTS

- **CA DECA Chapter Leader of the year.** In my tenure at my school's competitive marketing and business team, our team increased membership by 20% while getting 11 of our members recognized at state competition against several thousand individuals and an additional 6 members eligible for internationals.
- **Class of 2023 Graduation Speaker.** I was given the honor to speak as the Da Vinci Communication's Class President and represented the class of 2,400 students.

ADDITIONAL INFORMATION

- **Languages:** English (Fluent), Mandarin (Fluent), Spanish (Beginner)
- **Certifications:** Content Marketing, Email Marketing, Inbound Marketing Optimization
- **Awards/Activities:** CA DECA Chapter Leader of the Year, Financial Literacy, KKCF active alumni