

PRISCILLA SOO

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EDUCATION

University at Albany

Albany, NY

Bachelor of Science in Business Administration

Bachelor of Arts in English Literature

Received: May 2021

SKILLS

Technical skills – Adobe Suite, Airtable, Google Suite, Microsoft Office, Wordpress, Slack

Languages – English, Cantonese

RELEVANT EXPERIENCE

Cornell Tech (Studio)

New York, NY

Assistant Director of Studio Programming

November 2024 – Present

- **Strategic Operations & Event Leadership:** Manage **30+** annual high-profile student and practitioner events (e.g., Maker Days, Open Studio, hybrid sessions) for **400+ students**, ensuring seamless execution and high participant satisfaction across the Studio program.
- **Curriculum Strategy & Implementation:** Collaborate strategically with the Director of Studio Programming to design and implement new curriculum elements. This includes managing key initiatives, tracking progress, and ensuring alignment with educational objectives.
- **Resource & Compliance Management:** Direct and optimize the operational oversight of Studio facilities, IT infrastructure, and catering services, strategically managing budgets and resources for hardware libraries and classroom supplies.
- **Performance Analytics & Program Optimization:** Leads the design and comprehensive analysis of student feedback and program data, including enrollment, practitioner participation, and course outcomes. Leverage data-driven insights to inform strategic improvements.
- **Stakeholder Engagement & Team Development:** Cultivate and expand key relationships with external practitioners and university departments. Recruit, train, and mentor a team of 10+ student employees/coaches, optimizing operational workflows and data integrity through Qualtrics, AirTable, and Asana.

Cornell Tech (Career Management)

New York, NY

Campus Recruiting Coordinator

July 2022 – October 2024

- **Strategic Stakeholder Management:** Managed and cultivated key relationships as the primary liaison for 300+ MBA and Technical Program students, alumni, and employer partners, proactively enhancing engagement and directly contributing to a 15% increase in student placement outcomes.
- **Event Leadership:** Orchestrated the end-to-end planning and execution of 20+ complex career services events annually, optimizing logistics with cross-functional teams (catering, facilities, IT). Delivering within allocated budgets, resulting in an average 95% participant satisfaction rate.
- **Communication Strategy:** Developed and deployed a weekly strategic communications plan via newsletters to an audience of 500+ students, staff, and faculty, ensuring timely dissemination of

critical career resources and opportunities that drove an average 20% engagement rate with listed resources.

- **Program Leadership & Impact:** Led and managed the high-impact Alumni Mock Interview Program, successfully facilitating over 100 alumni-led interviews each semester for 500 students. This initiative significantly enhanced student career readiness and interview success rates, as evidenced by post-program feedback.
- **Data Analytics & Reporting:** Conducted in-depth analysis of student placement data collected via surveys, generating comprehensive reports that provided actionable insights for executive decision-making.
- **Vendor & Brand Management:** Managed external vendor relationships (SockFancy, StickerMule, CustomInk) from selection and design to delivery, leading the procurement and creation of branded team merchandise that enhanced program visibility and strengthened the Cornell Tech brand presence.

NEW YORK UNIVERSITY

College Advisor (Contract)

New York, NY

October 2021 – June 2022

- **Strategic Enrollment & Access Initiatives:** Developed and implemented targeted advising strategies that significantly increased higher education enrollment for 413 low-income and first-generation students, expanded access to critical educational opportunities.
- **Application Success & Process Optimization:** Streamlined and optimized the application support process for financial aid, scholarship applications, and essay revisions, leading to a 30% improvement in overall application success rates for students.
- **Program Management & Engagement:** Orchestrated the successful planning and execution of 3 large-scale college access events, engaging and directly impacting over 400 students and their families by providing essential resources and guidance for higher education pathways.

ADDITIONAL EXPERIENCE

Nippertown Magazine

Albany, NY

Journalist/Press Release Intern

August 2020 – January 2021

- **Content Creation:** Produced and published online press releases across diverse sectors (art, music, food, entertainment), driving brand visibility and securing media engagement for key organizational announcements.
- **Digital Growth & Audience Engagement:** Led initiatives to expand digital reach, achieving a 20% growth in Instagram following and successfully launching a new Snapchat channel, significantly enhancing audience engagement and brand presence across critical social media platforms.

Citibank

New York, NY

Internal Audit Intern

Winter 2019

- **Financial System Analysis & Risk Assessment:** Executed in-depth research and analytical projects within Citi's Internal Audit Organization, providing foundational insights into critical areas including Compliance, Risk, Finance, and Technology, contributing to a comprehensive understanding of enterprise-level audit functions.

- **Professional Development:** Proactively engaged with Citi's senior audit professionals and participated in strategic discussions to deepen understanding of key audit functions, organizational challenges, and industry best practices.
- **Stakeholder Communication:** Developed and delivered compelling presentations of key findings and analytical insights to Citi's Senior Internal Audit Management, effectively articulating complex audit operations and contributing to informed decision-making.

PROFESSIONAL DEVELOPMENT

Inclusive Leadership Training – Cornell Tech

- Enhanced knowledge of diversity, equity, and inclusion (DEI) principles, with a focus on addressing stereotypes and inequalities faced by LGBTQIA+ individuals.
- Developed actionable strategies for fostering inclusivity and serving as an effective ally in professional and team environments.

Strategic Communications 360 – Cornell University

- Advanced skills in corporate communication strategies, including financial management, crisis response, and organizational messaging
- Practiced audience analysis, persuasive communication, and nonverbal techniques through interactive case studies and simulations

EY Campus Ambassador & LEAD Scholar – Ernst & Young

- **Client Outreach:** Supported recruitment efforts, engaging with 200+ students at career fairs and campus events.
- **Program Strategy:** Provided academic tutoring for accounting courses, improving student success rates.
- **Event Management:** Facilitated exclusive networking events, enhancing connections between students and EY professionals.

VOLUNTEER EXPERIENCE

Diversity, Equity, and Inclusion E-Board – Cornell Tech

July 2022 – Present

- Collaborate with colleagues in bi-weekly meetings to design and implement initiatives fostering an inclusive workplace culture.
- Initiate inaugural cultural events, including Lunar New Year, Zhongzhi, and Tangyuan celebrations, to promote awareness and appreciation of Asian traditions and holidays among staff.

Sustainability Committee Member, Cornell Tech

January 2023 – Present

- Collaborate in bi-weekly strategy sessions to identify and implement campus-wide sustainability initiatives.
- Launched the first-ever *Free Market* program, facilitating the redistribution of dorm items to the Roosevelt Island community and staff, reducing waste and fostering local engagement.

Purple & Gold Ambassador, University at Albany

October 2019 – Present

- Represent the University at Albany in high-profile settings, serving as an ambassador to showcase institutional values and engage with key stakeholders.
- Mentor prospective, first-year, and current students by answering questions and providing insights to aid their transition and success at UAlbany.

- Engage with prominent alumni, donors, and community representatives to promote university initiatives and enhance the student-alumni relationship.