

CASSANDRA MAY

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EDUCATION

Carnegie Mellon University

BXA Dual Degree in Systems Design and Violin Performance

GPA: 3.7/4.0 | Honors: University Honors, CFA Honors, Dean's List

Pittsburgh, PA

August 2023 - May 2026

WORK EXPERIENCE

Tubics

Vienna, Austria

Digital Marketing and SEO Intern

May 2025 - July 2025

- Updated and optimized 30+ website pages and blogs via Directus, strengthening SEO performance
- Analyzed SEO performance using Sitebulb and Excel dashboards, informing content updates that drove a 25% increase in website traffic over the internship period
- Supported client consulting by creating research-backed presentations and whitepapers in Canva and Figma

Downs Research Lab

Pittsburgh, PA

Undergraduate Research Assistant

July 2024 - May 2025

- Collected, cleaned, and analyzed datasets using Python and MongoDB for Decision Science research on test-optional admissions policies, enabling the team to identify key trends that informed policy recommendations
- Synthesized findings into data reports and summaries, presenting insights in weekly lab meetings

West Valley Music

Mountain View, CA

Social Media Manager and Customer Service

June 2024 - March 2025

- Designed and produced 50+ social media ads and posts, strengthening brand consistency and visibility
- Increased customer engagement and grew viewership by 75% in first month through targeted content creation
- Managed customer service, rentals, sales, and basic instrument maintenance, supporting daily operations

LEADERSHIP AND COMMUNITY EXPERIENCE

Carnegie Mellon University

Pittsburgh, PA

Student Events Assistant

September 2025 - May 2026

- Coordinated logistics and operations for large-scale campus events serving 1,000+ attendees, including scheduling, setup, and on-site execution
- Managed event flow and guest experience for 100+ attendees per event, resolving issues under tight timelines

Lunar Gala

Pittsburgh, PA

Public Relations Subhead

September 2024 - May 2026

- Direct communications and coordinate a 30-member team to execute promotional campaigns and live event production for Pennsylvania's largest student-run fashion show
- Recruited, interviewed, supervised 5-person subteam, securing sponsorships and funding
- Supported planning and execution of high-profile events, including VIP experiences and pre-show logistics

Carnegie Mellon Philharmonic

Pittsburgh, PA

Principal Violinist

January 2024 - December 2025

- Performed in undergraduate and graduate pre-professional orchestra with 8+ performances annually, adhering to rigorous rehearsal and performance schedules
- Rehearsed 13 hrs weekly for 2-week fast-paced concert cycles

HONORS AND ACHIEVEMENTS

- CMU Study Abroad Photo Contest 2025 Winner; awarded a total of \$5,000 through CMU Scholarships
- Essay publication for CMU's WOVEN: An Interdisciplinary Journal of Dietrich College Spring 2025
- Music Competition Awards: Harry G. Archer Award (top undergraduate performer in 2025); Pittsburgh Female College Association Award (top female performer in 2024, 2026), Pittsburgh Concert Society award (2026)

SKILLS

- Tools: Python, PostgreSQL, MongoDB, R, Excel, Figma, Webflow, Canva, Adobe Suite, Microsoft Office
- Event/Operations: Event Logistics & Coordination, Scheduling & Itinerary Planning, Stakeholder Communication, Live Event Support
- Languages: English (fluent), Chinese (advanced)