

Norah Wu — Norah.wu81@gmail.com (704) 830 7611

Education

University of North Carolina at Chapel Hill, Chapel Hill, NC. GPA: 3.9

Expected Graduation: May 2027

Bachelor of Arts in Communication — Minor in Health and Society

Relevant Coursework:

- Communication and Leadership, Introduction to Statistics, Health and Society Studies

Projects and Extracurriculars

Carolina Women's Center (October 2025 – Present)

- Designed promotional content and educational materials for events and information.
- Conducted outreach through social media posts.
- Created infographics for Carolina Women Center's Instagram page.

Sensible Focus Group Participant (January 2025)

- Participated in a focus group organized by Sensible that focuses on destigmatizing menstrual health.
- Collaborated with Sensible Head of Operations to strengthen their research and mission.

Professional Experience

Sales Manager & Associate — Learning Express Toys and Gifts (2022–2025)

- Analyzed consumer behavior and purchasing trends using statistical and data methods prior to making decisions.
- Applied data and communication to strengthen my connection to consumers.
- Managed the store's social media pages to become active in the community and update followers.
- Evaluated product and customer engagement to better understand trends and public opinion.

Skills

Health Communication & Outreach: Public education, community engagement, health promotion messaging

Data & Research: Excel, statistical analysis, interpreting data trends, outcome tracking.

Digital Communication: Social media outreach (Instagram, X, Facebook), Canva, Adobe

