

# Graam Liu

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## EDUCATION

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**Baruch College, Zicklin School of Business** | New York, NY | *MS in Real Estate*, GPA: 3.6 Expected 06/22

- Awarded Urban Land Institute membership, ICSC membership, The Zicklin School of Business Scholarship and RELA Scholarship.
- Course Highlights: Data Mining, Argus Modeling, Real Estate & Corporate Finance, Sustainable Development, Accounting, Statistics.

**University of Michigan** | Ann Arbor, MI | *BA in Screen Arts and Cultures, Music Minor*, GPA: 3.6 Graduated 05/13

- University of Michigan Honors, Golden Key International Honor Society and Sigma Alpha Lambda Honors Society.
- Course Highlights: Microeconomics, Macroeconomics, Calculus (I,II, III), Arts in the Community (Rich Tolman).

**New York University** | New York, NY | *Summer Program in Dramatic Writing*, GPA: 3.9 Completed 08/13

- Course Highlights: Entertainment and Media Industries (Stern: Sunder Narayanan), Budgeting and Production Management.

## PROFESSIONAL EXPERIENCE

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**UrbanPlan, Urban Land Institute** | New York, NY | *Facilitator & Volunteer* 03/19 – Present

- Trained to execute UrbanPlan's mission to build better communities by educating local stakeholders (high school students, college students and city officials) in a sophisticated class-based curriculum of development, budgeting, financial modeling and marketing challenges.

**ParkSlope Capital** | New York, NY | *Summer Real Estate Intern* 06/19 – 07/19

- Saved the Fund \$75K+ in outside research fees by acquiring extremely hard to source real estate data (i.e., regional markets, homebuilding, residential lots) through leveraging personal network of top real estate professionals and relationship with the Urban Land Institute.
- Analyzed and visualized data in excel to discover supply/demand trends and bring investment to sponsored pipeline of development projects.
- Built a marketing campaign to drive investor leads by creating a new website and re-branding the fund's executive summary & pitch deck.

**Strictly Tango School** | New York, NY | *Business Development Representative and Digital Producer* 10/16 – 05/19

- Performed due diligence on professional studio and event space leasing to cut operating costs and improve community & client experience.
- Designed marketing campaigns on social media and fostered public relations to boost SEO and acquire new clients, raising over \$1.5K.
- Execute pricing strategy by benchmarking competitor retail activities in target markets and researching their operating costs, rents and sales/SF.

**Bubbleball Inc.** | New York, NY | *Digital Marketing Coordinator* 02/15 – 06/15

- Executed marketing campaigns that acquired 30K+ customers for the nationwide sports equipment franchise network by benchmarking retail activities of competitors in targeted local markets and researching their rents, sales/SF, supply, expansion and operating costs.
- Created annual marketing budgets, operating & strategic plans for NYC HQ and franchise network to reduce operating costs and grow.

**Viacom Media Networks, The Colbert Report** | New York, NY | *Lead Research and Writing Intern* 01/14 – 05/14

- Acquired timely research data for TV political satire, working with all levels of the Emmy Award-Winning staff including Stephen Colbert.

## LEADERSHIP AND COMMUNITY EXPERIENCE

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**Altus 2019 Real Confidence University Challenge** | New York, NY | *Real Estate Analyst* 01/19 – 12/19

- Minimized risk of real estate investment portfolio by diversifying valuable assets through due diligence, financial modeling & forecasting which was instrumental to Baruch's improved portfolio ranking and finish in the Top 10.

**House of the Roses** | New York, NY | *Dance Outreach Instructor at East River Community Center and Jennie Clark* 10/17 – Present

- Teach life skills and build community values for homeless youth through dance in structured one-hour sessions per week.

**Laddies n'Ham Productions** | New York, NY | *Founder and Executive Producer* 12/11 – Present

- Led and managed a team to create *The Laddies Show*, a sketch comedy show viewed internationally and featured in the influential blog *Art Beat*.

## QUANTITATIVE AND ANALYSIS SKILLS

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- Computer: Argus, Excel, R, Python, CoStar, Bloomberg Terminal Certified, Microsoft Office Suite, Adobe Suite, Google Analytics, Wix.com
  - Real Estate Analysis: Financial Analysis and Modeling, Due Diligence, Portfolio Analysis, Benchmarking Retail Activity, Data Mining
  - Business Planning: Annual Operating Plans, Strategic Plans, Financial Forecasting, Budgeting
  - Other Skills: Steinway & Sons Educational Partner and Piano Instructor, Spanish (Working Knowledge), Latin Dance, NY Driver's License