YUKI PRASERTSAK

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EDUCATION

University of Southern California, Sol Price School of Public Policy – Los Angeles, CA **Expected May 2028**
Bachelor of Science in Real Estate Development
Relevant Coursework: The Urban Context for Policy and Planning, Real Estate Career Seminar
Research Papers: *Who Could Buy in Levittown?, Barriers for First-Time Homebuyers in West Los Angeles*

EXPERIENCE

Tulane University, Career Management Center – New Orleans, LA **September 2025 – May 2026**
Marketing & Communications Intern

- Created a uConnect guide to help undergraduates find career services and recruiting resources.
- Updated 10+ résumé templates for undergraduate and graduate students to meet Freeman's career services standards.

Home4Loan Company Limited – Bangkok, Thailand **May 2025 – October 2025**
Residential Sales & Marketing Intern

- Ran social media campaigns to generate leads for residential real estate agents.
- Built and maintained a lead tracker in Salesforce and GoHighLevel to monitor follow-ups and conversions.
- Qualified prospective international clients and followed up on residential property inquiries.

Paijit Gold & Jewelry – Bangkok, Thailand **May 2025 – October 2025**
Social Media Marketer

- Used engagement data to refine social media content, increasing post interactions by 15%.

LEADERSHIP & INVOLVEMENT

Tulane University – New Orleans, LA
Residential Advisor **May 2025 – May 2026**

- Supported 30+ residents, mediated roommate conflicts, and organized community programs on wellness and safety.

Tulane University – New Orleans, LA
First-Year Peer Mentor **August 2025 – December 2025**

- Mentored 21 first-year students with academic planning and the transition to college.

Tulane University – New Orleans, LA
Orientation Leader **January 2025 – February 2025**

- Guided 52 international students and their families through orientation and introduced them to campus resources.

SKILLS & INTERESTS

- Technical: Microsoft Excel, PowerPoint, Salesforce, GoHighLevel, Canva, Adobe Creative Cloud, SketchUp, CapCut
- Languages: Thai (native), English (fluent)
- Interests: Real Estate Investment, Running, Wellness, Hyrox, Art, Writing