

BRITTANY LU

Boston, MA • San Francisco, CA • 510-342-6781 • brittanylu212@gmail.com • linkedin.com/in/brittanylu

EDUCATION

Boston University Questrom School of Business; Boston, MA
Bachelor of Science in Business Administration

Expected May 2030

PROFESSIONAL EXPERIENCE

Fremont City Council; Fremont, CA

May 2025 – August 2025

Civic Intern for Mayor Salwan and Councilmember Kimberlin

- Wrote a policy position on local homelessness that the council used in denying a density-reduction housing appeal
- Supported the South County Wellness Center 5 hours every weekend, serving food and packing care packages
- Pitched new city events, including Matcha with the Mayor (100+ attendees), and helped plan five community events

LEADERSHIP & ACTIVITIES

180 Degrees Consulting, Boston University; Boston, MA

September 2026 – Present

Junior Consultant, ConnectED GH Foundation

- Advise ConnectED GH on building laptop supply from donors, lowering delivery costs, and growing team capacity
- Lead the partnerships workstream, contacting 15 companies for laptop donations and meeting Ashesi's founder and board
- Benchmarked air vs. ocean freight (\$13/kg vs. \$3,000–\$6,000 per container) to lower cost per laptop shipped to Ghana

NASA SUITS; Boston, MA

September 2026 – Present

Software Developer, Ingress/Egress Lead

- Co-wrote a 24-page proposal for TETHER, an AR display helping astronauts run lunar spacewalks with less Mission Control help
- Leading the Ingress/Egress phase on a 14-person team, designing step-by-step UIA procedures tied to live NASA telemetry and the return-to-lander flow, with instant switch corrections and a breadcrumb trail backup

BUCG Strategy Lab, Boston University Consulting Group; Boston, MA

September 2026 – Present

Junior Consultant, Nike

- Analyzed Nike's 10-Ks and earnings calls in Excel to assess financials, competition, consumers, and distribution
- Identified four turnaround focus areas using Harvey ball comparisons, including a member rewards program, new lifestyle shoes, and reversing a 13% revenue drop in China; presented findings to the BUCG executive board

herNetwork ADVANCE Case Competition; Boston, MA

September 2026 – Present

Junior Consultant, Genpact

- Advising a top-20 U.S. bank, alongside Genpact, on launching agentic AI for consumer and commercial banking servicing
- Building the go-to-market strategy, business case, and executive pitch on a 5-person team for Demo Day in December

DECA, Mission San Jose High School; Fremont, CA

August 2022 – August 2026

President

- Expanded conference preparation into 30+ weekly workshops on role-play, written events, and presentations, plus mentor check-ins with business professionals, growing the international conference delegation 31%
- Launched Fremont's first inter-school DECA mini-conference (250 students, 3 high schools) and a Parent Judging Program

PROJECTS

L2Hub | [GitHub](#), [msquad.org](#)

March 2026 – Present

- Built a FastAPI, SQLAlchemy, React, and WebSocket operations platform for 50+ student leaders serving 1,800+ students
- Designed REST APIs, relational data models, JWT/RBAC authentication, real-time status tracking, and live metrics

AI Passport Ideathon, Egoist Machines (YC S26) | [Video Pitch](#)

August 2026

- Built "Chain of Custody", an incident-response tool where people and multiple AI agents solve one problem together
- Designed scoped access so enterprise permissions do not leak, winning 1st of 40 teams and a founders associate interview

HerdNet Proposal | [Pitch Deck](#)

March 2026 – April 2026

- Designed a satellite and A* routing platform to send SMS alerts 72 hours before cattle-herd conflicts in South Sudan
- Selected by the UN from 170 teams; pitched an \$8,670 annual pilot designed to protect 50,000+ people and 12 million cattle

Chase Center Proposal | [Proposal](#)

March 2025 – May 2025

- Surveyed 100 people, ran three focus groups, and analyzed 300 online reviews on Chase Center guest and employee pain points
- Delivered DUBS, a three-year plan projecting \$11M in added annual revenue; placed 4th worldwide at DECA ICDC (top 2%)

AWARDS

- DECA 4th Worldwide, 2nd States (SEOR); DECA 4th States (IMCP); Tower Award (top 20 seniors); AIME Qualifier ('25, '26); Mission Valley ROP Student of the Year (1 of 1,000+), Volleyball Athlete of the Season (1 of 300+)

SKILLS & INTERESTS

Skills: Excel, Powerpoint, Word, Adobe InDesign, Canva, Figma, Claude Code, Cursor

Languages: English (Native), Chinese (Fluent)

Interests: Volleyball, Formula 1, Hiking, Omakase, Journalism, Nonprofit fundraising, Building apps