

Samantha Kuo

Tel: (413) 336-7370 | Email: Samantha.Kuo@yale.edu

EDUCATION

YALE SCHOOL OF MANAGEMENT

New Haven, CT

Master of Business Administration

2026

- Dean's Scholarship/Forté MBA Fellowship
- Fellow, InSITE 2023-2024
- Healthcare Team, Turner MIINT Competition in Impact Investing
- First-Year Lead, Healthcare + Life Sciences Club
- First-Year Lead, Arts and Culture Club

YALE SCHOOL OF PUBLIC HEALTH

New Haven, CT

Master of Public Health, Health Care Management

2026

- Student Fellow, Solomon Center for Health Law and Policy
- Conference Chair, Yale Conference on Mental Illness 2025

UNIVERSITY OF VIRGINIA

Charlottesville, VA

Bachelor of Arts, Economics and Media Studies (Concentration: Policy/Ethics) / Architecture

2020

- Founder and Editor-In-Chief, Scratch Zine, Arts Publication
- Managing Director, Head of HR, Strategist and Designer, Radical, For-Profit Creative Agency

PROFESSIONAL EXPERIENCE

THE SYMMETRY INITIATIVE (Nonprofit for Mental Health)

New Haven, CT

Founder and Director

June 2023 – Present

- Collaborated with community partners and licensed providers to identify serious stigmatized mental issues
- Provided support and resources to New Haven mental health patients from stigmatized communities

SYLVAIN

New York, NY

Strategist

March 2022 – June 2023

- Created brand experiences from consumer and category research for TilePix, a photo framing company
- Conducted research on competitive set and culture insights for Viacom CBS news Brand Positioning

PREVIOUS ROLES

BRAY & CO

Palm Springs, CA

Strategic Consultant

December 2021 – February 2022

CODE AND THEORY

New York, NY

Junior Creative Strategist

March 2021 – October 2021

HORIZON NEXT

New York, NY

Assistant Strategist

September 2020 – December 2020

ADDITIONAL INFORMATION

- Languages: Cantonese (Native), Mandarin (Native)
- Skills: Excel, Stata, R, Adobe Creative Suite, Google Analytics, Google Trends, Simmons, ComScore
- Interest: Wakesurfing, Skiing, Snowboarding, Surfing, Cooking, Chess, Sudoku, Tetris, Road Tripping