

# KUPONO C. LIU

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## SUMMARY

Real estate professional with seven years of experience in multifamily, commercial, and mixed-use development. Proven success in underwriting and developing \$1B+ in assets, leading cross-functional teams, and driving projects from acquisition through delivery. I am currently the Texas marketing manager for Intracorp and have generated \$200M+ in total condo sales.

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## EDUCATION

**Cornell University**, SC Johnson College of Business, Ithaca, NY

Bachelor of Science in Applied Economics and Management – Finance, Marketing, and Real Estate

**GPA:** 4.09 unweighted (out of 4.3)

**Honors:** • Summa Cum Laude • National Merit (Letter of Commendation) • Dyson Business School Scholar (Top 10% of Class) • Dean's List • Phi Sigma Pi Honors Fraternity • International Global Fellow

**Professional Skills:** Project Management • AI Copilot Agents • Canva • Website Building (Wix & Squarespace) • Financial Modeling • RFPs and Contract Negotiations • Due Diligence • Budgeting & Scheduling • Blueprint Reading • Procore • CoStar (Land, Rent, & Sale Comps)

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## PROFESSIONAL EXPERIENCE

**Intracorp Homes**, Austin, TX

2022 – Present

*Development & Marketing Manager*

- Lead development of \$300M+ of new Austin condo projects (ie. One Oak-105 units; Congress Lofts-149 units; Leland-265 units); manage construction, financing, sales & marketing, design, and property management
- Generate \$200M+ in total sales and counting via contract negotiation, branding, and buyer events
- Lead digital advertising teams to optimize SEO and drive a measurable increase in web traffic, resulting in 1000+ inbound sales inquiries
- Design and launch integrated marketing campaigns—including websites, PR memos, Instagram, e-blasts, and buyer retention messaging—boosting brand visibility and lead generation
- Produce high-impact events and multimedia content (e.g., groundbreaking ceremonies, topping-off events, and promotional videos), directly contributing to increased sales leads and community engagement
- Generate RFPs and negotiate design proposals, consultant agreements, and GMP contracts

**The Geyser Group**, Austin, TX

2020 – 2022

*Development Associate*

- Underwriting and pre-development of \$150M+ worth of new Austin multifamily projects (The Goodwin-363 units; The Johnny-76 units; Real Street Project-172 units); managed disposition of former Livestrong HQ
- Built new development site pipeline, created initial site design, and coordinated building permit submittals
- Created and tracked project budgets and schedules to identify cost savings and meet project deadlines

**Sterling Organization**, West Palm Beach, FL

2018 – 2020

*Real Estate Private Equity Analyst*

- Underwrote \$700M worth of national value-add and core retail investments in Argus and Excel
  - Updated Sterling's financial model and added stress-test metrics (waterfall, price matrix, & debt covenants)
  - Led due diligence and site evaluation on seven properties (Seattle, Denver, Chicago, Minneapolis, & Philadelphia); prepared and presented investment recommendations to investment committee
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## EXTRACURRICULAR ACTIVITIES

**Habitat for Humanity Volunteer Home Builder**

- Help to construct (roofing, painting, & drywalling) affordable housing in Palm Beach County

**Cornell Hawaii Club President**

- Taught Hawaiian culture to Cornell community by performing hula and cooking traditional cuisine for cultural showcases and club lu'aus