

MIRA LIU

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American University, Class of 2028 — Business Administration (Marketing), Psychology

SUMMARY: Business and psychology student specializing in public affairs and reputation communications. Experienced in shaping strategic communications, executive messaging, and stakeholder engagement for Fortune 500 companies, nonprofit organizations, and public affairs clients. Skilled in translating complex issues into compelling narratives that strengthen organizational reputation and public trust.

EXPERIENCE

Marketing & Communications Intern — SKDK, Stagwell

May 2026 – Present

- Developed and managed messaging across communications, public affairs, and advocacy accounts for Fortune 500 and nonprofit clients, supporting high-stakes deliverables under tight deadlines.
- Produced strategic messaging recommendations through communications audits and social media analysis.
- Synthesized policy, media, and industry developments into weekly intelligence reports informing internal strategy discussions.
- Managed editorial calendars while writing blogs, LinkedIn content, and thought leadership supporting firm positioning.

Programs & Strategic Partnerships Lead — Conference on Asian Pacific American Leadership

Apr 2026 – Present

- Created messaging and programming for six leadership sessions, writing discussion guides, moderating conversations with nationally recognized speakers in live sessions for audiences of 50–70.
- Spearheaded nationwide outreach to nearly 500 Asian American and intersectional advocacy organizations nationwide, building partnerships and coordinating solidarity efforts that expanded program reach.
- Built a multi-platform communications campaign across Instagram, LinkedIn, Facebook, Canva, Mailchimp, and WordPress, developing a content calendar and all program collateral from scratch.
- Managed end-to-end executive communications with policy, legal, and public-service panelists from outreach through confirmation.

Marketing Intern — WAMU 88.5, NPR

Sep 2024 – Present

- Authored donor newsletter, email, and survey copy, along with promotional graphics in Canva and Adobe Illustrator, supporting campaigns that generated \$60M+ in cumulative revenue.
- Represented WAMU at donor events, managing on-site donor interaction, setup, pre- and post-event communications, and event documentation.
- Structured Zendesk workflows resolving 100+ weekly member inquiries with consistent accuracy and speed, reinforcing member trust and satisfaction.

KEY COMPETENCIES

Writing & Communications: Executive Messaging, Public Affairs, Reputation Management, Stakeholder Engagement, Narrative Development, Media Monitoring, Speech & Content Writing, Public Speaking

Communications Strategy: Editorial Planning, Brand Messaging, Community Engagement, Digital Communications, Campaign Communications, Partnership Development, Cross-functional Collaboration