

MIRA LIU

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

SUMMARY: Business and psychology student, specializing in marketing, leveraging consumer behavior, market research, and creative storytelling to develop brand strategies that strengthen audience engagement and business growth. Experienced in creative execution, building brand campaigns and visual communications that drive engagement and growth across media, marketing, and entrepreneurial ventures.

EXPERIENCE

Marketing & Communications Intern — SKDK, Stagwell

May 2026 – Present

- Drafted and managed content for Fortune 500 and nonprofit clients across communications, public affairs, and advocacy accounts, supporting deliverables in a fast-paced consulting environment.
- Developed a social media rebrand proposal identifying content gaps and recommending design and messaging improvements that directly informed the firm's client content strategy.
- Managed editorial calendars while writing blogs, LinkedIn content, and brand-voice content supporting external positioning and thought leadership.
- Synthesized cross-vertical market intelligence to inform brand and messaging recommendations for client accounts.

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.

Social Media Director — American University Asian American Student Union

Sep 2024 – Feb 2025

- Built and executed a digital engagement strategy that reached 12,000+ unique accounts and generated 64,000+ post impressions in the first month, a 200% increase over the prior year.
- Directed creation of multimedia content, editing up to 40 raw clips per project into concise, platform-optimized short-form video.
- Collaborated with executive leadership to maintain consistent organizational branding across all initiatives and platforms.

KEY COMPETENCIES

Marketing & Campaign Strategy: Donor Engagement, CRM Segmentation, Customer Insights, Public affairs & Advocacy Communications, Growth Strategy, Go-to-Market Support, Multi-channel Campaign Execution,

Brand & Creative Production: Adobe Illustrator, Adobe Photoshop, Canva, CapCut, Editorial Photography, Video Editing, Visual Brand Identity, Content Calendar Creation, Social Media Analytics, Layout and Typographic Design

Writing & Communications: Donor and Stakeholder Communications, Editorial Development, Intercultural Communication, SEO Optimized Copy, Newsletter and Announcement Briefs, Internal and External Messaging