

MIRA LIU

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

SUMMARY: Business and psychology student focused on advocacy and community-centered program design. Experienced in qualitative research, combining stakeholder engagement and strategic communications, and building partnerships to advance public policy, civic innovation, and mission-driven initiatives.

EXPERIENCE

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

Apr 2026 – Present

- Designed the strategic framework for six leadership sessions from scratch, featuring nationally recognized leaders, advancing civic engagement and professional development for emerging leaders.
- Spearheaded 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 strategy across Instagram, LinkedIn, Facebook, Canva, Mailchimp, and WordPress, developing a content calendar and all program collateral from scratch.

Marketing Intern — *WAMU 88.5, NPR*

Sep 2024 – Present

- Supported fundraising campaigns generating \$60M+ in cumulative revenue, designing digital ads and donor-facing promotional graphics in Canva and Adobe Illustrator.
- Managed and analyzed 100,000+ donor records, directly informing donor retention and engagement strategy.
- Drafted donor newsletter, email, and survey copy from scratch and represented WAMU at donor events, managing setup, donor interaction, and event photography.

PROJECTS

Clean Headwaters Program — *One Montgomery Green / Montgomery College* Oct 2021 – Jan 2022

- Served on an advisory board shaping county-level environmental and civic engagement strategy, mobilizing 1,000+ peers through coordinated outreach campaigns.
- Organized and facilitated 12 public webinars and forums engaging 200+ community members on climate policy, environmental justice, and sustainability.
- Directed execution of countywide green initiatives including competitions, tree plantings, and community clean-ups, sustaining grassroots policy momentum over a three-year advisory term.

Smithsonian APAC Research Team — *Smithsonian Asian Pacific American Center* Sep 2023 – Dec 2023

- Conducted archival and historical policy research, authoring publicly-published Wikipedia articles on AANHPI women's contributions and verifying accuracy in partnership with national digital archives.
- Delivered public presentations on AANHPI history and digital representation, advancing an institutional initiative to correct systemic underrepresentation online.

KEY COMPETENCIES

Policy writing, Donor & stakeholder communications, Public speaking, Intercultural communication, Community organizing, Grassroots outreach, Youth facilitation, Equity & inclusion programming, Partnership development

Languages: English – Fluent, Mandarin Chinese – Elementary