

# MIRA LIU

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

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**SUMMARY:** Business and psychology student applying behavioral insight, market research, and cross-functional leadership to solve complex organizational challenges. Experience supporting client engagements, synthesizing intelligence, and leading strategic initiatives across consulting, communications, and nonprofit organizations. Passionate about translating research into actionable business recommendations.

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## EXPERIENCE

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### Marketing & Communications Intern — SKDK, Stagwell

May 2026 – Present

- Supported Fortune 500 and nonprofit client engagements by developing research-backed communications deliverables across public affairs, advocacy, and corporate accounts.
- Evaluated digital communications strategies through competitive analysis, identifying content gaps and presenting recommendations that informed firm-wide messaging decisions.
- Synthesized weekly market, policy, and industry intelligence into executive-ready reports supporting client teams and leadership decision-making.
- Managed editorial planning and contributed thought leadership content aligned with organizational priorities and brand strategy.

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

Apr 2026 – Present

- Designed the strategic framework for six leadership program sessions, defining objectives, discussion themes, and moderator guides for audiences of 40–60 participants.
- Built partnerships with nearly 500 organizations through targeted stakeholder outreach, expanding collaboration opportunities and program visibility.
- Researched and recruited nationally recognized leaders across policy, business, and advocacy sectors while managing end-to-end engagement.
- 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 donor marketing initiatives contributing to \$60M+ in fundraising revenue through audience-focused digital campaigns, designed donor-facing digital ads through Adobe products.
- Analyzed donor and survey data across 100,000+ constituent records to identify trends supporting engagement and retention strategies.
- Improved operational efficiency by managing member support workflows and maintaining high-quality CRM data.

## KEY COMPETENCIES

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**Strategy & Business Analysis:** Market Analysis, Business Research, Organizational Behavior, Strategic Planning and Design, Stakeholder Analysis, Market Intelligence, Executive Communications, Client-facing Deliverables

**Project & Operations:** Cross-functional Collaboration, Process Improvement, Program Strategy, Partnership Development, Project Management, Workflow Optimization, Research Synthesis, Pipeline Tracking