

Hsuan-Ning (Mia) Wang

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WORK EXPERIENCE

Expected Start Date: 10/24/2025

Butter & Crust | London, United Kingdom

Jun 2024 - July 2024

Full-time PR & Marketing Intern

- Designed 27 Meta-optimized static ads and produced 3 brochures to enhance brand messaging and customer engagement.
- Streamlined 65+ media folders using metadata and naming conventions, enhancing cross-team retrieval time by 40%.
- Developed packaging and safety solutions to align with PR messaging on sustainability and social responsibility.
- Produced a video ad campaign that reduced acquisition cost by 20%, driving 7 purchases and 27 checkouts within first week.

PRLab | Boston, MA

Sep 2023 - Dec 2023

Account Executive

- Led the creation and execution of a strategic PR plan for Ben & Jerry's Boston, resulting in a 197% increase in engagement.
- Managed 8 influencer partnerships and client relations, ensuring timely deliverables and consistent messaging.
- Created 11 social posts and 3 videos aligned with Ben & Jerry's brand voice and visuals, each video averaging 1,087 views.
- Built data-informed content calendars using Canva, Notion, and performance metrics to drive campaign engagement.

Taiwanese Overseas Students Association | Boston, MA

Sep 2022 - May 2025

Secretary | Public Relations Chair | Creative Designer

- Authored 66 captions, 80 Instagram stories, while monitoring engagement analytics, maintaining an average of 160+ likes.
- Partnered with 9 cultural groups on PR campaigns, increasing cross-cultural engagement and event attendance by 34%.
- Produced 30+ event graphics to support campaign goals and maintain brand consistency across social media platforms.
- Designed and launched [TOSA's first website](#) using HTML, CSS, and WordPress to enhance visibility and event promotion.
- Took detailed meeting notes and coordinated inter-team communication to support smooth PR execution and event logistics.
- Developed a 13-color brand palette to reinforce TOSA's visual identity, supporting cohesive storytelling and branding.

PROJECTS

"Preparing for an AI-Mediated Future" Project for BU COM Curriculum Committee | Boston, MA

Jan 2025 - Present

Graduate Researcher & Consultant

account executive/data analyst/visual director

- Conducted mixed-method research; surveyed 246 students, interviewed 12 professionals, to assess AI-related competencies.
- Acted as stakeholder liaison, aligning project scope and managing expectations among client and research team.
- Overseeing internal and external communications, including reports, and meeting materials to ensure clarity and consistency.
- Synthesized quantitative and qualitative findings using R and SPSS, translating insights into infographics and reports.

TOSA Website Creation | Boston, MA

Sep 2024 - Dec 2024

Communications Strategist & Designer

- Designed a bilingual 26-page website to boost visibility and engagement for the Taiwanese Overseas Students Association.
- Strategically aligned visual hierarchy, UI/UX design, and branding elements to promote and drive audience engagement.
- Conducted usability testing and implemented improvements to enhance audience experience and optimize event registration.

Shelfie - Smart Home Inventory Management App Development & Design | Boston, MA

Sep 2024 - Dec 2024

Strategic Planner & Research Lead

- Conducted market and usability research to identify gaps in existing inventory apps and inform PR positioning.
- Developed messaging frameworks and feature roadmap centered on sustainability, tech innovation, and lifestyle alignment.
- Proposed integrated communication strategies, including personalized notifications dashboards for long-term engagement.

Calvin Klein Marketing Analysis Report | London, United Kingdom

Jun 2024

Brand Strategy Consultant

- Executed a deep-dive evaluation of Calvin Klein's stagnant performance and market competition for revitalization.
- Proposed a rebranding strategy driven by influencer marketing, e-commerce enhancements, and social engagement tactics.
- Developed creative solutions aimed at reviving consumer perception and improving brand relevance by digital storytelling.

SKILLS

Software & Coding: Canva, CapCut, Figma, WordPress, Wix, SPSS, Microsoft/Google Suite, Gephi, HTML, CSS, R, Qualtrics

Media & Communication Skills: Media Relations, Social Media Management, Content Creation, Event/Campaign Planning, Influencer Partnership, Copywriting, Stakeholder Communication, Branding, Video Production, CMS Management, Data Reporting

Soft Skills: Strategic/Critical Thinking, Creativity, Strong Written & Verbal Communication, Attention to Detail, Collaboration, Time Management, Cultural Sensitivity, Leadership, Adaptability, Initiative, Problem Solving, Client Relationship Management, Resilience

Language: Mandarin: Native, English: Native, Japanese: Intermediate, Korean: Conversational, Spanish: Conversational (DELE A1)

EDUCATION

Boston University | Boston, MA

Expected Graduation: Aug 2025

Master of Art in Communication, Emerging Media Studies

GPA: 3.89

- Relevant Courses: Developing Interactivity, Measuring Media Effects, Trending Insights, AI and Future of Society

Boston University | Boston, MA

Sep 2021 - Aug 2024

Bachelor of Science in Communication, Public Relations

- Relevant Courses: Digital Media and PR, Business Fundamentals for PR, Media Strategies & Management, PR Lab
- Honors and Awards: Dean's List Spring 2023, Dean's List Fall 2023

Study Abroad - International Marketing and Public Relations Program | London, United Kingdom

Jun 2024 - July 2024

- Relevant Courses: British and European Marketing Strategy, International Marketing and PR