



SHARMAINE SUN
Writer and Content Strategist

Education

Boston University (May 2019)
B.A. Linguistics
B.A. International Relations
GPA: 3.70 Cum Laude

Software

Adobe Creative Cloud
SQL
R
Python
Wordpress
Microsoft Office
Drupal
Google Analytics
SiteImprove
Logic Pro X
Praat

Languages

English	fluent
Chinese	fluent
Latin	advanced

Awards

Scholastic Writing National Medalist in Poetry (2015)

Contact

sharmainesun@gmail.com
(408) 627-9094
www.thecocoononline.com

Professional Experience

Covered Security, Boston, MA

Digital Marketing Specialist (Jun 2019 – Oct 2020)

- Create B2B marketing, sales, and product content through data analytics and search engine optimization
- Produce, film, and edit marketing videos as part of multimedia push
- Contribute to discussions with development team about product UX and branding
- Define strategic policies for content on social media platforms to increase conversion rate and product uptake

UBBPro, Hong Kong (remote)

Content Strategist (Jan 2019 - Present)

- Write and edit UX copy, product description, catalogues, website copy for e-commerce printing company
- Translate marketing copy from Chinese to English
- Lead marketing efforts for new product releases such as U Canvas and U Stick

Boston University Writing Center, Boston, MA

Senior Writing Consultant (Sep 2017 - May 2019)

- Tutored 10-15 students per week with structure, phrasing, thesis direction, and tone
- Held 6-week Intensive Tutoring sessions with ESL students who needed regular support

Executive Office of Technology Services and Security, Boston, MA

Content Strategy Intern (Jun 2018 - Aug 2018)

- Created and edited 50+ pages on mass.gov, redirected 100+ legacy pages for Executive Office of Labor and Workforce Development
- Trained in SEO to improve user experience
- Formatted multilingual flyers and branding for MassHire campaign

Boston University Phonetics, Acquisition, and Multilingualism Lab

Research Assistant (Jun 2017 - May 2018)

- Received funding grants for 3 consecutive terms, conducted 25+ sociolinguistic interviews with participants
- Transcribed and reviewed interviews; created a manual for future transcribers
- Investigated independent research project on *th*-stopping and Asianness-sounding in Chinese Americans. Presented e-poster at BU Undergraduate Research Symposium (Oct 2017)

Freelance Blogger and Web Designer (Aug 2016 - Present)

- Run blog "Cocoon" and create content for personal brand as well as for companies like LIVELY
- Design logos and headers for radio shows, sports teams, websites
- Created website for NYC restaurant "The Juicy Seafood" with user-oriented functions and reservation system

Leadership Experience

Camp Kesem, Boston, MA

Nonprofit organization supporting children with parents affected by cancer

Outreach Coordinator (Aug 2017 - Aug 2019)

Unit Leader (Feb 2018 - Aug 2019)

- Led outreach committee in communicating year-round with community contacts and camper families through phone and email
- Organized and hosted camper family events (3 per year)
- Co-hosted Camp Kesem's Boston Magic Ball in April 2018, which raised over \$250,000
- Contributed to National Event Board meetings, discussing sponsors, venues, and outreach