



SHARMAINE SUN

Writer and Content Strategist

Education

Boston University (May 2019)
B.A. Linguistics
B.A. International Relations
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

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(408) 627-9094
www.sharmainesun.com

Professional Experience

Lesley University, Cambridge, MA

Digital Marketing Specialist (Dec 2020 - Present)

- Develop content strategy and produce content for lesley.edu
- Create email campaigns for undergraduate and graduate admissions
- Interview and write stories on people of note at Lesley University
- Execute web governance and optimize digital content for search and accessibility

Covered Security, Boston, MA

Digital Marketing Specialist (Jun 2019 – Oct 2020)

- Own B2B marketing and product content including email, website, blog, whitepaper, and press release copy
- Produce, script, 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
- Deliver analytics to clients and engage with users to optimize their usage of the product
- Create demand-gen campaigns to promote and differentiate product in industry

UBBPro, Hong Kong (remote)

Content Strategist (Jan 2019 - Present)

- Write and edit UX copy, product description, catalogues, website, promotional copy for e-commerce printing company
- Translate marketing copy from Chinese to English
- Collaborate with graphic designers and product designers in new product development, from ideation and research to prototyping and costing

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

Leadership Experience

Camp Kesem, Boston, MA

Nonprofit organization supporting children with parents affected by cancer

Outreach Coordinator (Aug 2017 - Aug 2019)

- Led outreach committee in communicating year-round with community contacts and camper families through phone and email
- Scouted and built relationships with community contacts to boost camper recruitment and retention
- 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