

# SHARMAINE SUN

Writer and Content Strategist

## Education

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

## Software

Adobe Creative Cloud  
Drupal  
TerminalFour  
Slate  
Blackbaud Internet Solutions  
Hubspot  
Mailchimp  
R  
Python  
Wordpress  
Microsoft Office  
Google Analytics  
Google Ads  
SiteImprove  
Sprinklr  
Sprout Social  
Praat

## Languages

|         |          |
|---------|----------|
| English | fluent   |
| Chinese | fluent   |
| Latin   | advanced |

## Awards

Scholastic Writing National  
Medalist in Poetry (2015)

## Contact

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www.sharmainesun.com

## Professional Experience

### Jesuit School of Theology of Santa Clara University, Berkeley, CA

Marketing and Communications Specialist (Aug 2021 – Present)

- Develop and implement enrollment marketing strategy for graduate programs, incorporating both paid and organic components for a holistic approach
- Lead storytelling efforts to build strong school identity and establish market space, interviewing and writing stories on faculty, student, and alumni work
- Produce and manage digital content for scu.edu/jst, supervising and training web editors to handle web requests from various stakeholders
- Managed lead generation vendor in PPC and targeted social advertising
- Collaborate with enrollment and external relations offices in internal and external communications, including designing web, email, and video content
- Set marketing budget and contributed to department discussions about partnerships and advertising
- Serve as social media manager for JST's social media channels, including Instagram, Facebook, Twitter, and LinkedIn

### Lesley University, Cambridge, MA

Digital Marketing Specialist (Dec 2020 – Aug 2021)

- 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)

- 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
- Contributed to discussions with development team about product UX and branding
- Define strategic policies for content on social media platforms to increase ROI, 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 printing and educational materials company
- Translate marketing copy from Chinese to English
- Established branding guidelines and conducted market research for new products

### 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