

SHARMAINE SUN

Marketer | Storyteller | Linguist

Education

San Jose State University

M.A. Linguistics

Boston University

B.A. International Relations

B.A. Linguistics

Software

Adobe Creative Cloud

Drupal

TerminalFour

Slate

Wordpress

Hubspot

Mailchimp

Moodle

Meta Ad Manager

Google Ads

Google Analytics

Salesforce

SiteImprove

Sprinklr

Sprout Social

Hootsuite

R

Power BI

Languages

English native

Chinese native

Latin advanced

Contact

sharmainesun@gmail.com

(408) 627-9094

sharmainesun.com

Professional Experience

Big Brothers Big Sisters of the Bay Area, Oakland, CA

Senior Manager, Marketing & Communications (Mar 2023–Present)

- Lead marketing strategy for agency initiatives, including fundraising and volunteer/youth recruitment
- Project manage storytelling (print and video) for development events like Annual Gala (which raised \$780,000 in 2024)
- Manage corporate partnerships, including media appearances and in-person activations with youth
- Support data migration project, moving Salesforce instances and establishing new list creation and management system
- Optimize bbbsba.org for SEO and user experience
- Supervise marketing coordinator, growing social media engagement rate to average over 10%

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

Marketing & Communications Specialist (Aug 2021–Mar 2023)

- Developed enrollment marketing strategy for graduate programs, integrating paid and organic strategies
- Led storytelling efforts to strengthen school identity through faculty, student, and alumni features
- Managed digital content for scu.edu/jst, supervising web editors
- Managed lead generation vendor in PPC and targeted social advertising
- Collaborated with enrollment and external relations offices
- Serve as social media manager for JST's social channels

Lesley University, Cambridge, MA

Digital Marketing Specialist (Dec 2020–Aug 2021)

- Developed content strategy and conducted web governance on lesley.edu
- Created recruitment and enrollment campaigns for undergraduate and graduate admissions
- Interviewed and wrote stories on people of note

Covered Security, Boston, MA

Digital Marketing Specialist (Jun 2019–Oct 2020)

- Created content for cybersecurity startup's product and website
- Managed company social media
- Produced and edited marketing videos
- Executed B2B email campaigns to boost engagement and click-through rates
- Contributed to product UX and branding discussions