

MIRANDA XIE

mirxie@bu.edu
San Francisco, California
(510)-415-1739
<http://www.linkedin.com/in/mirandaxie>

EDUCATION

BOSTON UNIVERSITY

Expected Grad May 2021

Bachelor of Science in Communications

Concentration in Public Relations

Cumulative GPA: 3.29

Activities: Boston University Synchronized Skating Team, HerCampus

WORK EXPERIENCE

BOSTON UNIVERSITY ADLAB

Student-run Advertising Agency

Copywriter

- Increasing awareness of BU Masters of Engineering by scripting and producing an animated informational video

Boston, MA

Jan 2019 -

Present

BADGER MAPS

Tech Start-up

Public Relations Intern

- Researched and curated content for slide decks, podcasts, and videos to promote our CEO as a thought leader
- Orchestrated advertisement campaigns on LinkedIn that generated around 2% open rates
- Reached out to journalists and outside media to coordinate press releases and guest blogs

San Francisco, CA

Jun 2018 -

Aug 2018

Content Marketing Intern

- Published blog posts on company blog that improved SEO ranking and increased website traffic by 6%
- Coded a third-party website used to funnel traffic to the main website
- Implemented a new blog format that encouraged more interaction with the reader

June 2017 -

Jan 2018

Business Development and Sales Intern

- Worked closely with prospective customers and successfully closed 15 deals over 6 months
- Designed outbound email campaigns to generate new leads for the inbound marketing team

June 2017 -

Jan 2018

SKILLS & INTERESTS

TECHNICAL

Adobe Creative Suite
Microsoft Office
Google Analytics

LANGUAGES

Mandarin
Cantonese

INTERESTS

Figure Skating
Foosball
Watching Masterchef