

## Experience

### Strongpoint Partners | Marketing Intern

July 2025 – Present

- Built and managed LinkedIn content calendar, increasing impressions by 119% and engagement rate by 94%, strengthening Strongpoint's organic presence.
- Supported 20+ partner brands with press releases, email campaigns, social media assets, collateral, and website redesigns with personalized brand's voice and audience.
- Produced copy, Canva graphics, and event-based content for LinkedIn, webinars, and internal communications while collaborating with marketing, leadership, and partner TPAs to ensure aligned messaging.
- Conducted quarterly analytics reporting using GA4 and LinkedIn Analytics; identified audience insights, and recommended data-driven improvements.

### Miami University Performing Arts Series (PAS) | Student Assistant

Oct 2021 – May 2025

- Managed Instagram, Facebook, TikTok editorial calendars—growing Instagram reach by 209% and followers by 33%—while aligning content with PAS's messaging pillars of community, and radical hospitality.
- Captured, edited, and published event-based content (videos, reels, graphics) using Canva and CapCut, promoting 38+ shows, increasing PAS's campus presence.
- Launched PAS's TikTok presence, establishing a new student audience and boosting views by 419%.

### TikTok | Content Creator (@dankgiao)

June 2023 – Aug 2025

- Created, filmed, and edited short-form videos documenting international student life, generating 20M+ views, 3M+ likes, and 15K+ followers in 5 months.
- Engaged daily with followers through comments and messages, positioning as community for international students and resource hub.
- Applied storytelling strategies, trend research, and SEO-driven hashtags to optimize reach and virality.

## Leadership

### Pi Sigma Epsilon Business Fraternity | Director of Technology

Jan 2024 – Dec 2024

- Led the redesign of 34+ webpages, improving navigation and user experience based on survey insights and analytics data.
- Managed SEO strategy and reporting using GA4 and Squarespace, driving a 22% increase in site visits, 9% rise in pageviews, and 46% growth in Member Portal traffic.
- Collaborated with leadership board and oversaw a team of three to maintain digital content, update brand assets, and ensure accurate, accessible information across all pages.

## Education

### Miami University

Bachelor of Arts, Emerging Technology in Business and Design | GPA: 3.8

Bachelor of Science, Marketing

## Skill

**Social Media & Marketing:** Organic Content Strategy · Email Marketing · Copywriting & Storytelling · Community Engagement · Trend Research · Short-Form Video Strategy · Search Engine Optimization · Analytics & Reporting

**Content Creation & Multimedia:** Short-Form Video Editing · Reels/TikTok Production · Testimonial & On-Camera Filming · Photography · Graphic Design · Brand Messaging · Visual Storytelling

**Tools:** Canva · Figma · Adobe Creative Cloud (Photoshop, Illustrator, InDesign) · CapCut · Meta Business Suite · Squarespace · Google Analytics 4 · Monday · HubSpot