

Mia Pierre

16 Peachtree Ln, Albany, NY, 12205 • miapierre1523@gmail.com • (518) 415-0967

• www.linkedin.com/in/mia-pierre-560212299

EDUCATION:

Bentley University, Waltham, MA

Candidate for Bachelor of Science, Creative Industries, December 2026

Candidate for Bachelor of Science, Marketing, December 2026

Concentration: Digital Marketing.

Minor: Business Administration, English & Media Studies, and Media Management

GPA: 3.40

EXPERIENCE:

Bentley University, Waltham, MA

October 2023 - Present

Social Media Assistant

- Plan, produce, and edit video projects to maximize engagement.
- Remain on social media and digital content trends to engage on trending topics and share best practices.
- Develop useful, creative, and timely content on social media platforms, such as Instagram and TikTok.
- Creates posts garnering the account's highest engagement in 2023's fourth quarter, exceeding 229,000 and 117,000 views on Instagram and TikTok, respectively.

Bella Napoli Italian Bakery, Latham, NY

January 2022 - Present

Bakery Sales Associate

- Inform customers with detailed information about available services and products in the bakery.
- Promote high customer satisfaction by resolving problems with knowledgeable and friendly service.
- Train new hires on products and services, best practices, and protocols to reduce process gaps.
- Perform floor moves, merchandising, display maintenance, and housekeeping to keep sales areas well-stocked, organized, and current.

TECHNOLOGY SKILLS:

- Microsoft Office Suite (Word, PowerPoint, and Excel).
- Web design using platforms such as Figma.
- Experience using Canva to create visually pleasing posters and social media posts.
- Video editing tailored to social media platforms such as TikTok and Instagram.
- Basic process modeling experience.

INTERNATIONAL STUDIES:

- Studied abroad in Seoul, South Korea, at Yonsei University through the CIEE Arts & Sciences program (Spring 2025), completing coursework in media, culture, and business administration.
- Served as a CIEE Blog and Social Media Ambassador, authoring posts on cross-cultural adjustment, volunteering, and navigating academic challenges abroad; led an Instagram takeover highlighting daily life and cultural experiences in Seoul.
- Volunteered as an English teacher for Korean senior citizens, designing and facilitating weekly conversational lessons to promote language learning and cultural exchange.
- Narrated an English audiobook adaptation of *Mulan* for visually impaired children in collaboration with the Seongsuk Welfare Center for the Blind, supporting inclusive education initiatives.
- Wrote multiple in-depth research papers on various industry and media-focused topics: *BTS, ARMY, and the Power of Charitable Diplomacy*, *Fan Engagement Models in Korean Entertainment Platforms*, and *Marketing Strategies for K-Media: Localization vs. Globalization*.