

Danielle Hsieh

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EDUCATION

Boston University, Questrom School of Business

Boston, MA

Bachelor of Science in Business Administration (Concentration: Marketing), Minor in Computer Science

May 2024

Dean's List (6 semesters), GPA 3.87

PROFESSIONAL EXPERIENCE

Combating Antibiotic-Resistant Bacteria Biopharmaceutical Accelerator (CARB-X)

Boston, MA

Communications Intern

September 2022 – Present

- Developed and maintained a social media content calendar using Hootsuite, including writing and publishing engaging posts to create a well-rounded Twitter and LinkedIn presence
- Collaborated with communications team members to create strategic marketing materials for projects including annual reports, press releases, and internal communication tools

Blizzard Entertainment

Irvine, CA

Social Content Creation Intern

May 2023 – August 2023

- Created visual assets for Overwatch 2, the Overwatch League, and the Call of Duty League's marketing materials, such as social media graphics and email marketing campaigns
- Produced evergreen and seasonal content across Diablo IV's social media platforms to foster greater engagement with players and player communities after launch
- Conducted a competitive analysis of other games similar to World of Warcraft and Diablo IV to gather information on the target audience, identify emerging trends, and benchmark their performance against competitors

Boston University

Boston, MA

Teaching Assistant

July 2022 – August 2022

- Assisted 15 students in using Adobe Illustrator, Photoshop, and InDesign, while also tailoring instruction to each student's individual needs
- Provided timely and frequent feedback to students, fostering an environment that encourages open communication and learning

LEADERSHIP EXPERIENCE

Phi Chi Theta Zeta Chapter

Boston, MA

President

April 2023 – Present

- Delegated responsibilities to the executive board, ensuring that members understand their individual and collective responsibilities and are motivated to achieve their objectives
- Fostered positive relationships among the executive board, organizational members, and other stakeholders to build trust and allow for operational autonomy

Vice President of Marketing

December 2022 – May 2023

- Provided creative direction to a team of seven people to ensure that all materials, from graphics to copy, are consistent with the messaging and strategy
- Increased the organization's Instagram following by 9.9% and its engagement by 27.5% through creating original content, monitoring posts and feeds, and maximizing exposure to its target audience

Boston University Student Government

Boston, MA

Deputy Director of Communications

June 2022 – September 2022

- Developed press releases and other publicity materials to help the local community and promote a positive image of student government
- Maintained a strong and consistent presence within social media platforms such as Facebook, Instagram, TikTok, and LinkedIn to reach a wider audience and build credibility

SKILLS

Computer: Word, Excel, Outlook, PowerPoint, Access, LinkedIn, Facebook, Twitter, Instagram, YouTube, Hootsuite, TikTok, Pinterest, Mailchimp, Google Analytics, Java, JavaScript, Python, HTML, Illustrator, InDesign, Photoshop

Language: Conversant in Mandarin