

SIHAN (EILLISH) JIA

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PROFESSIONAL SUMMARY

Bilingual (Mandarin/English) content producer with 3+ years making short-form video and running brand social across US and China markets. Shipped 30+ platform-native videos on a 2–3x weekly cadence at Columbia; built influencer programs agency-side at The Door and Publicis Groupe Shanghai. Edits own work in CapCut and Adobe.

SKILLS

Communications: Integrated Campaign Strategy | Social-First Development | Creative Project Management | Brand Storytelling | Culture & Trend Insights | Short-Form Video Production | Influencer Partnerships | Artist, Brand & Event Promotion | Experiential Content | Editorial Planning & Content Calendars | Community Engagement | Performance Optimization
Tools: Adobe | CapCut | Logic Pro | Canva | Microsoft Office | Muck Rack | Mailchimp | Google Workspace | OpenAI | Anthropic

PROFESSIONAL EXPERIENCE

Columbia University - Center for Educational Equity | New York, NY

Communication Associate

Jan 2026 - Sep 2026

- Built and ran the Center’s social channel end to end — concept, on-site shooting, edit, publish — shipping 30+ platform-native videos at a 2–3x weekly cadence.
- Shot 5+ live events and strategy sessions into a library of 80+ photos and clips, reusable as Reels, recaps and promotional assets long after each event ended.
- Designed 5 public-facing reports and 2 campaigns out of the Center’s dense academic research on student voice and school governance, working across 2 campus teams and setting the visual and editorial standards everything ran on.

Emerson College - Department of Communication Studies | Boston, MA

Student Ambassador

Dec 2023 - Feb 2025

- Served as right hand to the Department Chair, managing his day-to-day priorities and correspondence; built alumni programming across a **500+** person community and was selected as student representative to the 10th Annual Emerson–Blanquerna Global Communication Summit.
- Launched the Communication Department’s daily newsletter to **7,000+** subscribers; ran marketing and social media for the department, owning content strategy, production, publishing and in-house graphics across all channels.

The Door | New York, NY

Public Relations Intern - Social Media Team

Jul 2024 - Aug 2024

- Sourced and vetted 20+ influencers across four industries into a 200+ contact database tracking audience profile, engagement, conversion and partnership fit.
- Produced and scheduled 120 social posts across 6 client accounts, tracking reach and engagement to shape what came next.
- Wrote the agency’s daily trend rundown, tracking industry news and competitor social and PR activity.

MSL, Publicis Groupe | Shanghai, China

Public Relations Intern

May 2023 - Aug 2023

- Built and managed a 134-contact media network for Nippon Paint and ran ROI analysis, contributing to a 30% increase in earned coverage.
- Wrote 25+ media advisories, pitch letters and press releases in a second language, aligned to brand strategy.

EDUCATION

Columbia University | New York, NY

Master of Arts (M.A.) in Instructional Technology and Media

Expected May 2027

Emerson College | Boston, MA

Bachelor of Science (B.S.) in Communication Studies

May 2025

Minors: Leadership and Management; Business Studies | Honors: Dean's List (all semesters); Pioneer Scholarship (2022-2025, \$12,000)