

Mia Forouhari

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EDUCATION

Boston University, College of Communication

M.S. Advertising

Relevant Coursework: Strategy & Consumer Insights II, Science Storytelling, AdLab

- Hatch Awards – Silver Student Campaign & Single Entry Award

Boston, Massachusetts

September 2024 – December 2025

GPA: 3.88

University of Minnesota, Twin Cities, Curtis L. Carlson School of Management

B.S. Marketing, Minor in Interdisciplinary Design

Relevant Coursework: Buyer Behavior, Marketing Strategy, Marketing Research, Typography, Web Design

Minneapolis, MN

May 2024

GPA: 3.61

- Dean's List Spring 2023, Fall 2024

- 2nd Place finalist in Accenture x Target Case Competition

- Business in Barcelona Study Abroad Program – Curtis L. Carlson Global Institute

AGENCY EXPERIENCE

Boathouse Inc.

Advertising Intern

Waltham, Massachusetts

June 2025 – August 2025

- Conducting in-depth market research and content audits for Mass General Brigham and Kastle Systems to uncover insights that inform brand strategy, creative briefs, and campaigns
- Writing ad copy for Mass General Brigham campaigns, ensuring messaging aligns with brand voice and broader strategic objectives
- Translating data and research findings into clear, insight-driven deliverables such as strategic briefs, POVs, and presentation decks

Boston University AdLab

Strategist

Boston, Massachusetts

January 2025 – May 2025

- Leading campaign and research strategy for United States Tennis Association to drive tennis growth in New York and New Jersey
- Conducting in-depth interviews and a large-format survey to uncover audience behavior trends and inform creative campaign direction
- Applied data storytelling techniques to turn complex survey results into strategic recommendations in storytelling driven reports

Collective Measures: Media & Analytics Agency

Project Management Intern

Minneapolis, Minnesota

June 2024 – October 2024

- Managed multiple projects across four client partnerships (BlueCross BlueShield, Room & Board, Renewal by Andersen, and VTech) by assisting senior managers in timeline creation, management, and strategic resource allocation
- Mitigated potential risks through proactive communication and quick timeline adjustments to ensure timely, high-quality deliverables

Fallon Advertising Agency

Account Leadership Intern

Minneapolis, Minnesota

June 2023 – August 2023

- Led Entenmann's and Little Bites client status meetings to provide critical updates, strengthening client and agency relationships
- Collaborated with different departments and conducted social listening to uncover insights and present meaningful, creative ideas
- Developed a photography brief for a new Entenmann's product, resulting in curated UGC content that served the brand well
- Honed confidence in public speaking by delivering a compelling storytelling presentation to 120 members of Fallon with lasting impact

ADDITIONAL EXPERIENCE

The Ad Club of Boston

Account Intern

Boston, Massachusetts

September 2025 – Present

- Contributing to cross-functional marketing initiatives by collaborating with leadership and to streamline outreach and communications
- Growing social media presence by designing content across events and member news, ensuring consistent brand messaging across platforms
- Supporting marketing operations through event and content calendar planning, and updating social channels with member-focused materials

Boston University Undergraduate Affairs

Graduate Communications Assistant

Boston, Massachusetts

September 2024 – May 2025

- Increased social media engagement in one semester by 20% by creating and managing social media strategy and content creation while adhering to overall brand messaging and goals

University of Minnesota – Carlson School of Management

Teaching Assistant – Principles of Marketing, Buyer Behavior, Business Communication

Minneapolis, Minnesota

January 2023 – May 2024

- Incorporated active learning, classroom techniques, and public speaking to assist with learning experiences in courses of 86 and 63 students
- Provided clarity on course content and utilized personal experiences to give direction on course projects and related marketing questions

LEADERSHIP & INVOLVEMENT

University of Minnesota NCAA D1 Women's Rowing Team

NCAA BIG 10 Division Athlete

Minneapolis, Minnesota

September 2020 – May 2024

- Devoted 25 hours/week Sept-May to training & competitions with a full academic course load, in turn developing resilience and leadership