

Mia Forouhari

Boston, MA • mia565e@gmail.com • 651-226-0015 • she/her/hers • [LinkedIn](#) • [Portfolio](#) (PW: 9385)

EDUCATION

Boston University, College of Communication

M.S. Advertising

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

Boston, Massachusetts

September 2024 – December 2025

GPA: 4.0

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

Boston University AdLab

Strategist

Boston, Massachusetts

January 2025 – Present

- Co-leading campaign strategy for United States Tennis Association to drive the growth of tennis in New York and New Jersey
- Conducting in depth brand and competitor research to create a strong creative brief with audience insights that inspires a creative team
- Conducting in-depth interviews and Qualtrics surveys to analyze audience perception and create holistic insights & recommendations

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)
- Assisted 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
- Owned internal status items to communicate important updates and needs, in turn developing leadership and strong organizational skills

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

Boston University Undergraduate Affairs

Graduate Communications Assistant

Boston, Massachusetts

September 2024 – Present

- 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

Boston University - College of Communication Marketing & Communications Office

Web Production Assistant

Boston, Massachusetts

September 2024 – Present

- Serve as art director to update the College of Communication's website with a focus on improving usability and overall design aesthetic
- Manage content creation for news and event posts in WordPress that includes writing and photo editing to disseminate information and raise awareness through digital channels for a variety of stakeholder audiences, including for current and prospective students, faculty, and alumni

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
- Improved learning experiences for lecture audiences by providing immediate feedback and building valuable relationships

Twin Cities Iranian Culture Collective (TCICC)

Community Engagement and Social Media Internship

Minneapolis, Minnesota

July 2022 – October 2022

- Created Instagram and Facebook posts to publicize TCICC events, resulting in increased engagement and in person attendance
- Identified and engaged prospective supporters to advance TCICC's mission of sharing Iran's rich cultural heritage with future generations on social media by focusing on younger audiences and non-Iranians

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 and competitions to meet personal and team goals while maintaining a full course load, in turn utilizing a strong work ethic to develop resilience, perseverance, and leadership skills

