

# Sherry Ma

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## WORK EXPERIENCE

### **Public Relations Student Society of America (PRSSA), President**

2020 – PRESENT

- Organize webinar panels by booking speakers
- Create and manage all internal/external communications and social media materials

### **2023 Student Government, Vice President**

2020 – PRESENT

- Work with team to manage social media plans and content creation for Emerson College Class of 2023 social media websites
- Responsible for internal communication with students and external communication with parents

### **Atlas and Index Magazine, Event Planner & Layout Designer**

2019 – PRESENT

- Organize fundraising events by booking venues, talent, and creating communications materials related to the event
- Design page layout for magazine spreads

### **On The Same Page Nonprofit, Collateral Management Team**

2020 – 2021

- Oversaw all published content through its creation and proofing
- Raised 300+ ethnically diverse books for John W. McCormack Middle School

### **Emerson College, Website Assistant**

2020 – PRESENT

- Responsible for building web pages on the emerson.edu website in accordance to style guide
- Fully trained in a11y and website accessibility
- Develop, manage, and track all press releases

### **Emerson College, Resident Assistant**

2020 – PRESENT

- Plan events to assist in community building, student learning, and to foster an environment
- Connect with residents to encourage intellectual pursuit and personal development

## SKILLS

Fully proficient in Adobe Suite, Microsoft Office Suite, Drupal, and WordPress.

Fluent in both English and Mandarin.

## EDUCATION

### **Emerson College, BS in Public Relations**

2019 – 2023

Minors in Business Studies  
Minor, Marketing  
Communications, and  
Nonprofit Communication

GPA 3.88/4.00

Dean's Honor List from Fall  
2019 to Present

## PERSONAL ACHIEVEMENTS

### **Pasadena Tournament of Roses, 2019 Royal Court Member**

2018 – 2020

Selected out of 1,000+ applicants based on public speaking ability, youth leadership, and community and school involvement.

Performed 120+ community service events and media functions.