

ALETHIA SHIH

EDUCATION

2017

PhD English, UCLA

2011

B.A. English, B.A. Communications & Media Studies, UC Berkeley

EXPERIENCE

June 2019 - Present

Exhibitor Social & Digital Marketing Manager | Universal Pictures

- Lead team's social media and digital marketing initiatives with over 50 exhibitor partners across all Universal, DreamWorks Animation, and Illumination film titles.
- Conceptualize and execute big-scale digital activations including sweepstakes, trailer launch programs, social media takeovers, and exclusive content debuts across exhibitor platforms.
- Create strategic positioning and lead creative brainstorming for digital program partnerships.
- Analyze social insights and benchmarks data to enrich campaign strategy and audience targeting.

2012 - Present

Food Blogger | Wallflourgirl.com (Personal Baking Blog)

- Engage over 17,000 unique visitors each month with simple, no-frills recipes featuring original photography and effervescent storytelling.
- Create trusted editorial content for well-known brands such as Hershey, Nabisco, and OXO.
- Design mobile-friendly website and maintain SEO best practices using HTML, CSS, and Javascript.

July 2017 - June 2019

Digital Marketing Coordinator | The Walt Disney Studios

- Managed day-to-day creative content development, agencies, editorial calendars, filmmaker approvals, and social publishing for Disney Animation, Pixar, Marvel, & Star Wars film campaigns.
- Generated viral buzz around film releases by spearheading social stunts, including Winnie the Pooh's real-world adventures through London and a one-day Peter Pan parade at Disney World.
- Created team style guide and oversaw copywriting practices to ensure that all creative captured Disney's unique voice and embraced brand guidelines.

Sept 2011—June 2017

English Literature Researcher | University of California, Los Angeles

- Published doctoral thesis on the intellectual debates surrounding scale and size in 19th- and 20th-century British and American children's fantasy literature.
- Conducted and presented archival research at academic conferences, colloquiums, and panels.

Sept 2015 - June 2017

Social Media Coordinator | Nickelodeon

- Wrote creative copy, produced video/gif assets, and published content for Nickelodeon's official Twitter (4M followers), Facebook (26.7M), Instagram (2M), and Tumblr accounts.
- Enlivened fan conversations through humorous, quintessentially "Nick" responses across social.
- Managed real-time social publishing during live events such as Kids' Choice Awards and VidCon.

Sept 2012 - June 2016

English Literature Teaching Fellow | University of California, Los Angeles

- Taught literature and composition in undergraduate-level English classes.
- Developed extensive, high-energy lesson plans to engage students in writing best practices.
- Provided detailed feedback on over 150 student writing assignments each quarter.

RELEVANT SKILLS

Adobe Photoshop

Creative Content (AV/Digital)

Project Management

Blogging

Digital Marketing

Social Media (Organic, Paid)

Copywriting & Editing

Marketing Strategy

Web Development (Basic HTML/CSS)

AWARDS & PUBLICATIONS

2018

"Systems and Methods for Presenting an Interactive Narrative," [Disney Inventor Award](#)

2017

"The Intellectual Scale of Children's Fantasy," [UCLA Doctoral Dissertation](#)

2016

"A City and World in Miniature: The Scale of Perspective in E.B. White's *Stuart Little*," [Lion & the Unicorn](#)