

Meghan Mahoney

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Marketing leader who is energetic, creative, and determined to make a positive impact in the entertainment industry. Fueled by a love for learning and dreaming big, Meghan seeks out and dedicates herself fully to new opportunities.

EDUCATION

San Diego State University

Bachelor of Science in Business Administration – Marketing Major
Weber Honors College Minor in Interdisciplinary Studies

San Diego, CA

May 2022

- **Honors:** *Phi Beta Kappa, summa cum laude* (3.92 GPA)

WORK & LEADERSHIP EXPERIENCE

SDSU Strategic Communications and Public Affairs Office of the President

Social Media Strategist & Marketing Intern – Part-time

San Diego, CA

October 2021 – May 2022

- Assisted the Office of the President's Social Media Strategist with content planning, creation, and execution, primarily focusing on creating original content for the university's newly-verified TikTok account
- Efficiently produced and filmed TikTok videos which have cumulatively gained over 225,000 views, helping the University's account increase its following by 360%
- Thoughtfully brainstormed ideas with the SDSU Strategic Communications team for the university's rebranding, which launched in March 2022 for its 125th anniversary

SDSU Fowler College of Business Council (CBC)

President – Full-time

San Diego, CA

April 2021 – May 2022

- Chaired biweekly CBC meetings which connected student leaders in 22 business organizations to SDSU's student government (Associated Students) and Fowler College of Business (FCB) faculty
- Organized tasks and delegated operational duties to five executive board members who assisted with event planning, marketing, finance management, and communication strategies
- Proudly worked as the liaison between business students and the Fowler College of Business Dean; served on the Dean Search Committee to select Dr. Dan Moshavi as the new FCB Dean starting August 2022

General Atomics Aeronautical Systems

Strategic Communications & Marketing Intern – Full-time

San Diego, CA

June 2021 – August 2021

- Created social media content for GA-ASI's Twitter and LinkedIn accounts, including campaigns promoting press releases and articles from the company's features section
- Effectively wrote creative articles for the features section, including an article on the MQ-9's role in helping fight California wildfires as well as an article on the importance of recruiting women in STEM
- Worked on multiple research projects to help the team with media decisions and branding strategies

SDSU Fowler College of Business

Student Marketing Assistant – Part-time

San Diego, CA

June 2020 – May 2021

- Created social media content for the Fowler College of Business Instagram, Facebook, and Twitter accounts; employed Adobe Photoshop and Adobe Spark to design graphics that promoted Fowler programs, events, partnerships, resources, and achievements
- Collaborated with Fowler's marketing team to schedule media content; launched various spotlight campaigns highlighting Fowler student leaders, organizations, and alumni
- Wrote and posted articles to Fowler's website; updated areas of the website to reflect current information

SKILLS & INTERESTS

Skills: Microsoft Word, Excel, PowerPoint, Google Suite, Outlook, Zoom, Social Media Marketing, Content Creation

Interests: Films, Television, Entertainment, Social Media, Relationship Building, Networking, Fitness, Travel

Involvements: International Fact Finders 2020 Participant, Bumble EmpowHER Event Panelist, Gamma Phi Beta Sorority, Noah Hytken Memorial Fund, TAMID Group at SDSU, Education First Ultimate Europe Break Participant