

# Meghan Mahoney

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Marketing project management leader who is energetic, creative, and determined to help clients grow their brands. Fueled by a love for learning and dreaming big, Meghan seeks out and dedicates herself fully to new opportunities.

## WORK EXPERIENCE

### **Citizen Relations**

**Los Angeles, CA**

*Senior Coordinator, Digital Strategy – Full-time*

October 2023 - Present

- Specializes in account management, marketing project management, community management, and strategic content planning for clients United States Steel Corporation and SchoolsFirst Federal Credit Union
- Creates task lists and project management timelines in Asana for internal team members across accounts, finding production efficiencies wherever possible to ensure high-quality results while meeting client deadlines
- Leads the day-to-day client communications regarding social media content and community engagement; creating production briefs, relaying client feedback to production teams, and sourcing digital marketing trends

*Coordinator, Digital Strategy – Full-time*

October 2022 - October 2023

- Specialized in content strategy, copywriting, and community engagement for consumer brands; notable clients during the first year of work included Procter & Gamble, VinFast, and the University of Toronto Scarborough
- Led community management, content planning, and monthly reporting for Kidde Fire Safety; helped execute the brand's Cause For Alarm social media campaign which educated families on home fire safety preparedness
- Created monthly organic social calendars and led reporting for Zevo's Meta accounts; managed Zevo's production schedules and created project timelines that included multiple teams across the agency

### **SDSU Strategic Communications and Public Affairs Office of the President**

**San Diego, CA**

*Social Media Strategist & Marketing Intern – Part-time*

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 then newly verified TikTok account
- Efficiently produced and filmed TikTok videos which 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)**

**San Diego, CA**

*President – Full-time*

April 2021 – April 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 faculty
- Delegated operational duties to five executive board members who assisted with event planning, marketing, finance management, and communication strategies
- Proudly served as the direct liaison between business students and the Fowler College of Business Dean; voiced student concerns to administrators and shared professional development opportunities with students

## EDUCATION

### **San Diego State University**

**San Diego, CA**

*Bachelor of Science in Business Administration – Marketing Major*

May 2022

*Weber Honors College Minor in Interdisciplinary Studies*

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

## SKILLS & INTERESTS

**Skills:** Project Management, Client Relationship Building, Social Strategy & Reporting, Community Management

**Interests:** Entertainment, Consumer Products, Higher Education, Women's Empowerment, Running, Surfing, Travel

**Involvements:** The Business Women of Los Angeles Member, Bumble EmpowHER Event Panelist, International Fact Finders 2020 Participant, Gamma Phi Beta Sorority, Noah Hytken Memorial Fund, TAMID Group at SDSU