

# MADIGAN MINIHAN

## SOCIAL MEDIA MANAGER & CONTENT CREATOR

Experienced Social Media Manager seeking a full-time position to apply my knowledge and skills in developing content strategies, analyzing engagement data, identifying trends in customer interactions, and planning digital campaigns. Portfolio: [www.madiganminihan.com](http://www.madiganminihan.com)



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### SKILLS

- Effective Communicator
- Motivated Self Starter
- Level-headed under stress
- Canva, Air Table, Meta Business Suite, Hootsuite
- Proficient in Microsoft Word, Excel and Power Point
- Proficient in Adobe Premier Rush, Photoshop, XD and Lightroom

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### EDUCATION

#### TEXAS STATE UNIVERSITY, SAN MARCOS TX MAY 2024 B.S. DIGITAL MEDIA INNOVATION

##### Extra Curriculars and Achievements:

- Minor in Media Studies
- Alpha Delta Pi Sorority (2020-2024) *Officer Position: Intramural Chair*
- Dean's List Spring '21 and Fall '23
- SJMC Star Student for Digital Media Innovation

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### EXPERIENCE

#### DIGITAL COMMUNICATIONS COORDINATOR

Texas State University Alumni Association- San Marcos, TX  
March 2022-Present

- Regularly posting articles and social media content across [Instagram](#), [Facebook](#), [LinkedIn](#), and [X](#) pages.
- Maintaining a positive and on-brand environment on all channels.
- Creating high quality graphics, photos, and videos for social channels.
- Executing media coverage at all alumni events
- Collaborating and coordinating with a large office team.

#### SOCIAL MEDIA CONTENT TEAM MEMBER

SXSW - Austin, TX | March 2022, 2023 & 2024

- Was part of a 25-student team that covered the 2022 and 2023 SXSW Conference, Film, and Music Festivals for the SXSW Brand & Marketing digital content team. Captured photo and video content, coordinated content delivery, and transcribed key moments from Keynotes, Featured Sessions, film screening Q&As, and other event programming for usage on SXSW's social media accounts and website.

#### SOCIAL MEDIA MANAGER

Board and Bread - Frisco, TX | December 2020-August 2021

- Regularly posting content across company [Instagram](#) and [Facebook](#) pages.
- Aiding in virtual customer satisfaction and communication.

#### SOCIAL MEDIA MANAGER

Killian Threads - Dallas, TX | January 2024- Present

- Regularly posting content across company [Instagram](#) and [Shopify](#) pages.

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### POTENTIAL REFERENCES

Charlcee Cervantes	Alejandra Merheb	Christy Ramirez
(512) 757-5648	(210) 385-9501	(214) 803-1081
San Marcos, TX	Houston, TX	Dallas, TX