



THOMAS MEADOUGH

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Summary

Immersed Social Media Marketing Intern pursuing degree in Business Administration. Gathers and analyzes key market information to increase company revenue and brand. Assists with social media content and operation strategy for Facebook, Twitter, Instagram and other platforms.

Skills

- Online engagement
- Influencer culture
- Campaign creation
- Communication
- Interpersonal Skills
- Mobile Advertising
- Directing background
- Editing skills
- Configuring equipment
- Organizational skills
- Customer service
- Critical thinking
- Social media marketing

Experience

Oklahoma Baptist University Athletics |
OK

Videographer and Photographer

01/2021 - Current

- Use Adobe Photoshop to create and develop video content.
- Assist with Athletics' social media pages.
- Convert videos to various formats for website postings, supporting visual communications efforts.
- Leverage digital visual effects, motion graphics and compositing applications to create video content.

Assemblage

Social Media Marketing Intern

05/2021 - 08/2022

- Enhanced internet presence for profit and non-profit organizations.
- Created content for social media accounts
- Assisted in website building.
- Focused on growing social media presence through engaging content and using data and customer insights to guide process.
- Monitored Facebook, Instagram, Twitter and other social media platforms to build customer connections.
- Suggested improvements to enhance customer experience on social platforms and internal processes.
- Utilized Twitter and Facebook to promote products, services and content.
- Identified and communicated with clients to drive posts about company's brand and products.

The Shepard Institute

Digital Marketing Intern

02/2022 - 05/2022

- Created a social media campaign to increase website traffic.
- Monitored social media for trending news, ideas and feedback.
- Consulted with marketing manager to prepare and present targeted ad campaigns.
- Managed social media campaigns and updated and edited website under guidance of supervisor.

Education and Training

OKLAHOMA BAPTIST UNIVERSITY

Bachelor of Business Administration in Marketing

Expected in 05/2024

- Dean's List Honoree Fall/Spring 2020
- PR/Design Chair for OBU Black Student Union

Hootsuite Platform

Social Media Marketing Certification Hootsuite Mimic Pro Certification

2022

Volunteer Experience

- Summer Camp Counselor – Camp for All (Burton, Tx)-2019
- Team leader for Marketplace Simulation-2022
- OBU football landscaping for Shawnee ISD-2022
- Bison Buddies - Meet weekly with an elementary school student to build a bond-2022