

SHEA MACDONALD

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Recent honors graduate with cross-functional experience in data-driven marketing, turning insights into strategy

PROFESSIONAL EXPERIENCE

Marketing Strategist | *Thece*, Remote | [\[See Work\]](#) Oct 2022–Mar 2025

- Managed paid and organic social media strategy across LinkedIn and Twitter, generating over **300,000 monthly impressions**
- Created data-driven content calendars and campaign reports to assess engagement trends and adjust strategy
- Designed creative assets using Illustrator, Photoshop, and Premiere Pro to improve ad and post performance

Social Media Manager | *Twin Galaxies*, Remote | [\[See Work\]](#) Aug 2023–Jan 2024

- Scaled video content reach **10x** through strategic optimization of copy, timing, and targeting
- Managed a multi-platform presence (Facebook, Instagram, TikTok, YouTube) with a combined **200,000+ followers**
- Produced content achieving **6M+ monthly views** and **led A/B testing** of captions and thumbnails to optimize performance

Lead Video Editor | *Human Computer Interaction (HCI) Lab*, Santa Clara | [\[See Work\]](#) Dec 2023–Jun 2025

- Sole video editor responsible for all aspects of video production across lab with **10+ research projects** and **50+ members**
- Produced video awarded the “**Best Movie Award**” at CHI 2024, finalist for “**Best Societal Impact**” at 2024 Auggie Awards
- Worked with research teams to communicate results in audience-friendly formats using Adobe Suite and Google tools

Summer Intern | *The Italifornian*, Remote Jun 2024–Sep 2024

- Conducted interviews and performed content analysis to produce articles **optimized for SEO and social engagement**
- Created engaging social media content, promoting articles and cultural events, increasing readership and social media presence
- Collaborated with the editorial team to edit and fine-tune articles, ensuring alignment with publication’s voice and standards

EDUCATION

Santa Clara University | Santa Clara, CA

Bachelor of Science with Honors, Economics | Jun 2025

- GPA: 3.77
- Minor: Graphic Design | Concentration in Design Thinking
- Relevant coursework: Regression Modeling in R, Digital Marketing Strategy, Web Development (HTML/CSS)

Honors Student | *SCU Honors College*

- Selected for SCU’s prestigious Honors College, an interdisciplinary program for the **top 5%** of undergraduates
- Completed a year-long senior thesis project analyzing **30+ academic sources** and 50 years of U.S. immigration data trends, culminating in a **30-page research paper** and faculty-reviewed presentation
- Sharpened debate, analysis, and public speaking skills through seminar-style courses and peer-led discussions with top faculty

LEADERSHIP EXPERIENCE

Consultant | *Neighborhood Prosperity Initiative (NPI)*, Santa Clara, CA | [\[See Work\]](#) Jan 2024–Jun 2024

- Consulted with owner of a restaurant in San Jose to help implement strategic business plan, drive tangible growth
- Developed and implemented a new **SEO-optimized website and brand strategy**
- Tracked performance metrics and created custom Excel dashboards for budgeting and goal setting

Member | *Civil Society Institute*, Santa Clara, CA

Sep 2023–Jun 2024

- Invited to join exclusive club for **top 15 economics students**
- Engaged in weekly meetings to discuss economics literature, concepts and current events
- Organized and led discussions involving 20+ students and faculty

ADDITIONAL INFORMATION

- **Marketing & Analytics Tools:** Excel, Google Ads, LinkedIn Ads, TikTok Ads Manager, Meta Business Suite, REV
- **Creative Tools:** Adobe Premiere Pro, Illustrator, Photoshop, InDesign, Figma, Webflow, CapCut
- **Coding Languages:** HTML, CSS, R
- **Interests:** Tech, Skiing, Hiking, Golf, Traveling, Geopolitics, History