



# Audrey Goldman



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## Professional Summary

I have always been an artist at heart. What began with sketchbooks, paint, and beads grew into a love for visual communication and purposeful design. I bring that creative energy into branding, social media, and content strategy, creating work that is thoughtful, engaging, and aligned with a brand's identity. I thrive in fast-paced, collaborative environments and enjoy turning ideas into meaningful visuals.

## Professional Experience

### Marketing Intern

37 Media & Marketing Group  
May 2025 – Aug 2025

- Created over 200 Instagram posts and managed company TikTok, earning 41K+ views across videos
- Developed tailored social media strategies for local business clients, resulting in increase in engagement
- Led Comstock Summerbration events, managing setup, guest experience, social content, and emceeing live shows
- Produced reels and graphics under tight deadlines, enhancing event visibility and brand professionalism

### Senior Creative Executive

Bluestone Communications  
Jan 2025- May 2025

- Manage social media calendars for JMU Alternative Transportation to ensure consistent brand alignment and content flow
- Collaborate with account managers and clients to develop engaging campaigns, leading to 1066.67% increase in engagement
- Direct creative execution and maintain quality control across graphics and visuals

### Graphic Designer

Jaeda Skye Media  
Feb 2024- Present

- Design branding assets, social campaigns, and marketing materials for clients from the restaurant, pet, and lifestyle industries
- Develop creative solutions that balance brand goals with visual storytelling and consistency across digital and print platforms

### Social Media Designer

James Madison University  
Aug 2023 – Present

- Design branded graphics, posters, and promotional materials for SMAD events, social media, and department initiatives
- Organize and support student-facing events including guest speaker panels, showcases, and open houses
- Maintain the SMAD Instagram with original, brand-aligned content while serving as a student ambassador during department tours and outreach efforts

## Education

### Bachelor of Science (B.S.), Media Arts and Design

James Madison University  
Expected Graduation: May 2026

- Minors: Entrepreneurship, British Media & Communications
- GPA: 3.89
  - Dean's List: 4x, President's List: 2x
- Scholarships:
  - Pahlevani Social Entrepreneurship Scholarship Recipient
  - Holland Yates Entrepreneurship Minor Scholarship Recipient

## Skills

- Adobe Creative Suite
- Figma
- Visual Design
- Branding/ Logo Design
- UX Design
- Social Media Strategy
- Content Creation
- Event Marketing
- Google Drive
- Microsoft Office

## Involvement

- Student Ambassadors
  - Lead tours for prospective students and families, representing JMU with professionalism and enthusiasm
- Secretary of Hillel
  - Co-founded JMU Chapter of Hillel, resulting in first-year membership of 90+ students
- Alpha Delta Pi Sorority
  - Engage in sisterhood programming and support philanthropic efforts aligned with ADPi values