

Macy L. Sieger

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EDUCATION

University of Minnesota, Twin Cities

Hubbard School of Journalism and Mass Communications

Strategic Communications and Digital Media Studies

Minneapolis, MN

December 2024

Dean's List x6

- Relevant Courses: Strategic Communication Campaigns, Advertising and Creative Development, Principles of Strategic Communication, Psychology of Advertising

EXPERIENCE

Giant Voices Marketing Agency

Marketing Intern

Duluth, MN

May 2024 - Aug 2024

- Contacted 20+ local news outlets to pitch and secure coverage for key stories resulting in increased media visibility for client campaigns
- Assisted in planning and executing a high-profile golf event for the Iron Mining Association, managing event logistics, vendor coordination, and attendee engagement
- Developed and executed 10 innovative promotional strategies to launch Genereau & Co Jewelry Store in Downtown Duluth, targeting a young demographic through experiential advertising and engaging in-person events

Laura Jean Media Services

Social Media Content Creator

Duluth, MN

May 2023 - Aug 2023

- Edited and distributed 150+ real estate photographs to 20+ clients leveraging tools such as Adobe Lightroom and Topaz Sharpen AI to improve photography turnaround time by 25%
- Utilized Canva to create reels and graphics for client Instagram accounts resulting in a 10% increase in engagement
- Analyzed audience insights and engagement metrics to refine a content strategy resulting in a 10% growth in followers

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Marketing Intern

Duluth, MN

Jan 2023 - May 2023

- Monitored 900+ individual store social media accounts and utilized Microsoft Excel to extrapolate a report helping understand and redefine the company's approach to brand and local store social media strategy
- Utilized analytics tools such as Instagram Insights to track performance metrics, measure views, accounts reached, interactions, and accounts engaged across 900+ individual store accounts

LEADERSHIP & INVOLVEMENT

Delta Gamma Sorority, Lambda Chapter

Social Events Committee

Minneapolis, MN

Jan 2023 - December 2023

- Partnered with local businesses to plan 15+ engaging events for chapter members
- Organized 10+ exchanges with other chapters on campus to cultivate relationships and encourage philanthropic involvement

SKILLS, CERTIFICATIONS, INTERESTS

- **Technical:** Microsoft Office (Word, Excel, PowerPoint), Qualtrics, MRI Simmons, Canva, Adobe Lightroom, Topaz Sharpen AI, Instagram Ads/Insights
- **Certifications:** Social Media Marketing (HubSpot Academy), Content Marketing (HubSpot Academy), AI Powered Marketing (Semrush)
- **Interests:** Fitness, Marathon Running, Video Creation, Travel, Outdoors, Baking, Concerts, Motivational Books/Podcasts
- **Portfolio:** <https://www.macysieger.work/>