

# Madison Thompson

Digital Content Creator

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## Education

University of South Carolina

*Bachelor of Arts in Journalism  
and Mass Communications*

Columbia, SC | 2020 - 2024 | GPA: 4.0

- Major in Visual Communications, Minor in Theatre
- Relevant Coursework: Social Media Marketing Strategy; Principles of Marketing; Principles of Advertising and Brand Communications

Study Abroad: University of  
South Carolina

*Multimedia Maymester in Munich*

Munich and Berlin, DE | May 2022

- Produced a visual multimedia project entitled, "Sustainability in Germany."

## Skills

Photography

Videography

Search Engine Optimization

Social Media Metrics Analysis

Social Media Growth Strategy

Content Development, Production  
and Management

Social Media Monitoring and  
Listening

Social Media Trend Monitoring

## Experience

Content Creator Fellow

June 2023 - December 2023

Her Campus Media | Remote

- Conducted research to inform weekly pitches of TikTok and Instagram Reels video content targeted towards a Gen Z audience on Her Campus Media's official brand accounts.
- Monitored TikTok and Instagram Reels to ensure the accuracy and relevance of content, staying abreast of current social media trends and topics surrounding college life, pop culture, and entertainment news.
- Produced 90+ short- and long-form videos for TikTok and Instagram Reels, with combined viewership of over 1.1 million views with an audience of over 149,000 followers across both platforms.

Social Media Manager

January 2023 - December 2023

Greg McKenzie Pageant & Prom | Columbia, SC

- Responsible for the production and management of content for Instagram, TikTok, and Facebook accounts.
- Developed an innovative social media strategy to orient content with target audiences, resulting in a 148.55% increase in Instagram engagement over a one-year period.
- Designed promotional materials and posters for in-store displays; enhanced customer engagement strategies through implementing a customer experience survey and product giveaway.

Pinterest Chair

May 2023 - November 2023

Zeta Tau Alpha Fraternity | Columbia, SC

- Responsible for the selection and curation of photos for the chapter's Pinterest account from 400+ chapter members; created Pinterest boards with specific relevance to the Beta Omicron chapter of the Fraternity.
- Curated pins that aligned with each board's theme and purpose; utilized search engine optimization with keywords for each pin, improving pin and account visibility and fostering account growth.
- Attain 778,100+ impressions, 50,000+ engagements across all pins with an engaged audience of over 22,000 users over five months.