



MADDY GRIMM

EXPERIENCE

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📍 Brunswick, OH

EDUCATION

Bowling Green State University May 2019
Bowling Green, Ohio

BA in Media Production and Studies with
Focus in Media Business
Minor in Applied Advertising
with Honors

GPA 4.0
Dean's List 2015-2019
Radio Talent Award Recipient

SKILLS

Digital Marketing	Scriptwriting
Copywriting	Promotions
Social Media	Radio Broadcasting
Problem Solving	Project Management
Branding	Content Creation
Audio Production	Advertising

ACTIVITIES

Honors College Aug '15- Present

- Met academic and coursework requirements
- Completed final project: "An Examination of Sound Resources and their applications at Bowling Green State University" which analyzes music licensing limitations and created a sound resource library for student use

Roots Music Club Aug '15-May '17

- Member and producer of the 2016-2017 Roots Music Club Album
- Scheduled and planned recording session times with each member
- Organized fundraising efforts
- Helped market the album with radio and live event appearances, through social media, and word of mouth

The Golden Group KWGC and CLE3D, Rocky River, OH

Digital Marketing/Media Coordinator June '19- Present

- Uses Adobe Creative Suite and Canva software to create and distribute content daily in the form of graphics, videos, or photos on both Facebook and Instagram platforms for both brands
- Manages Facebook and Instagram accounts using Later and Buffer social media dashboards
- Analyzes and creates weekly reports for social media analytics and insights to monitor and improve strategy
- Develops and maintains social media posting and content strategy
- Works with real estate agents and marketing staff to create social media advertisements to produce leads and increase brand awareness
- Helps keep real estate listings up to date on single page websites
- Writes all copy for social media posts, graphics, and advertisements
- Manages monthly advertisement budget
- Assists with photo, video, and Matterport sessions as needed

WBGU FM/BG Falcon Media, Bowling Green, OH

General Manager April '18 - May '19

- Oversaw all station operations including day-to-day activities and production of station content
- Approved and helped create station content, graphics, merchandise, and policy
- Represented the WBGU brand at events, in the community, online on social platforms, and in external communications
- Facilitated the collective work of executive staff and assists each department with event coordinating, station music selection, station promotion, and social media accounts.
- Used Trello to manage all projects and staff
- Created targeted content in the form of paid, earned, and owned media, email blasts, personal communication to recruit new station members and generate engagement within the community

DJ Jan '16 - April '19

- Creator and host of weekly radio program, "Indiescovered," and former creator/host of "Cinema Tunes" and "Live & Loud."

Production Director Aug '17- May '18

- Wrote and produced scripts individually and with staff to be for pre-recorded audio segments for radio
- Recorded and edited audio segments using Pro Tools software
- Organized and maintained audio in ENCO automation software library

EXPERIENCE

BG Falcon Media, Bowling Green, OH

Entertainment Channel Leader

April '18-May '19

- Generates collaborative events and story ideas for Falcon Media staff and for community and student engagement
- Helps distribute written or visual stories through WBGU platforms

CommutAir, Cleveland, OH

Marketing Intern

May '18- Aug '18

- Assisted Marketing Director with with internal company communications through the creation of weekly email blasts and daily digital graphics
- Managed social media accounts and helped develop content strategy and weekly posting schedule
- Created digital content in the form of graphics, social media posts, videos, and photos
- Helped analyze and develop strategy for digital marketing including paid SEM and SEO campaigns

Stanton Recording Studio, Bowling Green, OH

Audio Production Intern

Aug '17 - May '18

- Monitored, scheduled, and assisted with recording sessions for BGSU students and faculty

Perception Multimedia, Cleveland, OH

Account Representative

June'17 - Aug '17

- Conducted sales research, helped generate leads, made cold calls and follow ups with clients
- Used Trello to create a sales tracking system

Intern

May '17 - June '17

- Assisted with photo and video shoots on location and in studio
- Edited video content for clients using Adobe Premiere Pro
- Created weekly social media posts and managed accounts for clients using Hootsuite

SOFTWARE & TOOLS

Adobe Creative Cloud

Canva

Buffer

Later

Hootsuite

Microsoft Word

Trello

Mailchimp

Facebook Ads

Google Analytics

Perfect Audience

Pro Tools

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