

MEGAN TINSLEY

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Former Division I student-athlete and marketing grad with experience in social content, community engagement, and brand strategy.

EDUCATION

Loyola Marymount University / *Bachelor of Business Administration in Marketing* (Dean's List) Graduated: **May 2025**
Relevant Coursework: Sports Marketing, Entertainment Marketing, Business Communications, Customer Insights, Visual Analytics (Tableau), Business Information & Technology, and Information Security

PROFESSIONAL EXPERIENCE

LIMON / *Marketing Intern* – Los Angeles, CA **Feb - May 2025**

- Developed and executed social media marketing strategies for a travel storytelling app, producing engaging content spotlighting user-generated stories and local day trips
- Boosted Instagram growth by 2,500 new followers and achieved over 15.3K likes on TikTok through targeted campaigns and platform-optimized content
- Served as a beta tester for the Limon app, providing detailed user experience feedback to developers that informed final design adjustments and feature enhancements in preparation for App Store launch

MANE-ZONE / *Executive Board Member & Athlete Representative* – Los Angeles, CA **Feb - May 2025**

- Represented LMU Athletics at games, coordinated pep-rallies and promotional events, and built unforgettable game-day experiences as part of LMU Athletics' official fan club
- Increased student fan club membership to 330+ within 7 months by launching engagement initiatives and promoting events on social media

MENTAL / *Founder* – Los Angeles, CA **Aug 2024 - Present**

- Launched and led a men's mental health advocacy brand, managing digital content creation and designing original merchandise using Canva and Instagram Insights
- Grew brand reach to 5,000 Instagram accounts and 10,000+ impressions within three months of launch, generating 500+ new followers, 800 average TikTok views, and 129 website sessions without paid advertising

SUGAR SHACK CANDY STORE / *Retail Employee* – Menlo Park, CA **Oct 2019 - May 2021**

- Created a positive in-store experience by delivering exceptional customer service and fostering a welcoming environment
- Managed the company's Instagram page by posting fun and eye-catching content about seasonal candies, events, and store hours, helping boost follower engagement and brand awareness

ATHLETICS & LEADERSHIP EXPERIENCE

LMU Athletics | **Women's Soccer** / *NCAA Division I Student-Athlete* – Los Angeles, CA **Aug 2021 - Dec 2025**

- Dedicated 30 hours per week to team meetings, conditioning, nutrition, travel, and practice in preparation for Division I competition in the West Coast Conference
- Represented LMU, LMU Women's Soccer, WCC, Adidas, and the NCAA with professionalism, dignity, and accountability on and off the field
- Mentored younger teammates to support their transition into collegiate athletics and team culture
- Selected as 1 of 8 for the team's "Leadership Group," serving as an extended captain and representative for team communication

IMG Academy / *Prep School Student-Athlete* – Bradenton, FL **Aug - Dec 2021**

- Attended IMG Academy during COVID, leveraging the high-performance, structured environment to enhance both academic and athletic development at the World's Leading Sports Education Brand & boarding school
- Strengthened independence and time management through intensive training, coursework, and accountability-based culture

SKILLS & INTERESTS

Skills:

- Social & digital media strategy, content creation, brand & athlete marketing, sponsorship activation, campaign planning, event operations, video & graphic design, trend research, data analytics, communication, leadership, adaptability, collaboration
- Tools & Platforms: Microsoft Office Suite, Canva, Qualtrics, WordPress, Tableau, and Adobe Premiere

Interests and Hobbies:

- Sister to 6 siblings, U.S. Women's National Soccer Team, wakesurfing, pickleball, hiking, music, travel, Bay Area sports teams

Portfolio: megantinsley.com