

# Amelia McMahon

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## EDUCATION

**University of Illinois at Urbana-Champaign | Champaign, IL**  
*Bachelor of Science, Marketing | Minors in International Business & Media*

**Expected Graduation: May 2028**  
*GPA: 3.80/4.0*

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## PROFESSIONAL EXPERIENCE

**The Collegiate Lineup | Champaign, IL**  
*Campus Sales Representative*

**August 2026 – Present**

- Develop new business across Greek organizations, student organizations, and local businesses by identifying prospects, conducting targeted outreach, and building relationships with campus decision-makers
- Manage the sales process from initial pitch and follow-up through apparel design coordination and order placement, serving as the liaison between clients and the internal design team

**Camp Alvernia | Centerport, NY**  
*Pool Supervisor, Water Safety Instructor*

**June 2023 – August 2026**

- Supervised a team of 12 lifeguards and daily operations across four pools serving 600+ campers ages 3-14, overseeing staffing schedules, pool chemistry, safety procedures, and instructional programming
- Developed swim curriculum for four age groups across varying skill levels and provided biweekly employee feedback to strengthen instructional consistency and staff performance

*Social Media Manager*

- Manage year-round social media strategy across Instagram, TikTok, and Facebook developing platform-specific content to strengthen engagement, build parent trust, promote registration, and support staff recruitment
- Plan, schedule, and analyze content using Metricool, monitoring engagement and reach to optimize posting strategy and maintain brand visibility outside of the summer season

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## LEADERSHIP & PROJECT EXPERIENCE

**Alpha Gamma Delta | Champaign, IL**  
*Vice President of Marketing*

**December 2025 – Present**

- Lead marketing and communications strategy for a 170-member organization, serving on the executive board and managing seven direct reports across social media, merchandising, and branding
- Grew Instagram following by 27% from 3,300 to 4,175+ and generated 20K–101K views on recruitment Reels through content planning, short-form video, and trend-driven social strategy

**American Marketing Association | Champaign, IL**  
*Case Competition Winner*

**April 2026**

- Won 1st place in a DoorDash-sponsored marketing competition by developing an integrated strategy to strengthen long-term engagement and brand loyalty among college consumers
- Created a campus pop-up activation, digital campaign, in-app experience, promotional materials, and implementation strategy using Canva and AI-assisted mockups within a \$60,000 annual budget

**Phi Chi Theta Internal Consulting Group | Champaign, IL**  
*Consultant*

**February 2026 – April 2026**

- Consulted for an AI-powered test preparation startup, developing recommendations across target audience identification, pricing, primary research, customer acquisition, and growth strategy
- Designed a survey and interview research to evaluate pricing sensitivity and attitudes toward AI-powered test preparation and identified KPIs to measure user growth, conversion, engagement, and product performance

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## SKILLS AND INTERESTS

**Skills:** Microsoft Excel, PowerPoint, Tableau, Qualtrics, SPSS, Canva, CapCut, Adobe Acrobat, Adobe Lightroom

**Interests:** Photography, Traveling, Knitting, Baking, 70's Music, Swimming