

Mae (Macy) McClintock

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EDUCATION

THE GEORGE WASHINGTON UNIVERSITY

Bachelor of Arts in Journalism, minors in Sustainability and Public Policy

GPA: 3.85, Presidential Scholar, White House Correspondents Scholar, Dean's List

Washington, DC

December 2022

WORK EXPERIENCE

MARKETING FOR CHANGE

Marketing Assistant

Alexandria, VA

June 2021- October 2021

- Coordinated media buys for three professional companies, handling a combined budget of over \$100,000, tracking progress weekly and compiling progress reports
- Analyzed and compiled data for several federal agency websites to track website growth and give input on how to further increase website growth. Site growth has increased by over 200% based on my suggestions
- Created copy for commercials, websites and informational videos for a variety of clients, including for a campaign that received over 500,000 views

OFFICE OF STUDENT LIFE, GEORGE WASHINGTON UNIVERSITY

Student Coordinator, Orientation Leader Experience

Washington, DC

December 2020 – August 2021

- Recruited and trained a record-breaking team of 120 students to partake in the 2021 Orientation experience, ensuring a great experience for the 3,500 first years and sophomores coming to campus for the first time
- Designed and built an ongoing virtual summer program that lasted for three months, allowed new students to integrate into GWU while in a virtual setting
- Tracked all recruitment data and created a portal for the Dean of Students to check our progress based on the numbers

TAMPA BAY BUCCANEERS

Team Member, Guest Experience

Tampa, FL

June 2019 – January 2021

- Organized weekly skills clinics for youth football leagues around the Tampa area, guiding 100-300 five- to 11-year-olds in drills to improve their throwing and footwork skills
- Led drills during training camps geared on engaging with the community, partnering with the players to provide an interactive fan experience following practice
- Enforced Covid-19 guidelines on gamedays during the 2020-2021 season and worked on the How May I Help You team as a smiling face to help fans with anything they may need on game day

HUMANE SOCIETY OF TAMPA BAY

Marketing and Public Relations Intern

Tampa, FL

June 2020 – August 2020

- Managed all social media platforms, reaching over 250,000 followers every day with engaging and interactive content
- Wrote and copyedited the bi-monthly newsletter that was distributed to several thousand donors in the Tampa Bay area, interviewing families, interpreting data and crafting engaging stories
- Handled all communications with local and national media, coordinating media visits and stories

SKILLS/ACTIVITIES

Technical: Microsoft Suite (proficient), Adobe Cloud (basic), R Studio (basic)

Languages: English (Native), Spanish (limited working proficiency), ASL (basic)

Interests: rooting for Tampa Bay sports teams, petting dogs, baking new recipes

President, George's Army, Washington, DC, 2020 - present

Vice President of Fellowship, Alpha Phi Omega, Washington, DC, 2021 - present

Member, GWU Ultimate Club Frisbee A Team, Washington, DC, 2021 – present