



Georgia Macy

MEDIA MANAGEMENT & CREATIVE ADVERTISING
(B.S.C) UNIVERSITY OF MIAMI

Summary

Creative and results-driven media management and creative advertising professional with hands-on experience leading demand generation strategies through real-world campaign development. Adept at balancing big-picture branding goals with detailed media planning, creative coordination, and fast-paced collaboration. Passionate about culture, consumer behavior, and bringing fresh, data-informed ideas to luxury and lifestyle brands.

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Skills

- Strategic Media Planning
- Creative Problem-Solving
- Cross-Functional Collaboration
- Strong Written & Verbal Communication
- Attention to Detail
- Time & Project Management
- Adaptability in Fast-Paced Environments
- Proficiency in Meta Ads Manager & Google Analytics
- Microsoft Office Suite (Excel, PowerPoint, Word)

Education

SECONDARY SCHOOL

Saratoga Springs High School
2017-2021

B.S.C. MEDIA MANAGEMENT AND CREATIVE ADVERTISING; MARKETING AND SPORT ADMIN MINORS

University of Miami
2021-May 2025

STUDY ABROAD IN FASHION & LUXURY MARKETING

University of Miami
Summer 2023

Experience

FINE JEWELRY SALES ASSOCIATE (SEASONAL)

Silverado Jewelry Gallery | Saratoga Springs, NY | May 2022- Present

- Represent a luxury jewelry brands in a fast-paced retail environment, supporting customer acquisition and retention through personalized clienteling.
- Communicate product value, craftsmanship, and seasonal brand storytelling to drive daily sales and elevate the in-store brand experience.
- Collaborate with team members on visual presentation, inventory awareness, and tailored customer recommendations.
- Stay current on trends in fashion and luxury retail to engage with clientele authentically and align with evolving consumer interests.

VICE PRESIDENT, MEDIA MANAGEMENT ASSOCIATION

University of Miami | Miami, FL | June 2024- Present

- Lead planning and execution of panels, networking nights, and on-campus brand events that spotlight trends in advertising, digital media, and entertainment.
- Coordinate with professionals across agencies and studios to align brand messaging and student engagement strategies.
- Collaborate on campaign ideas, marketing communications, and digital content for student outreach across social platforms and email newsletters.
- Support team in building presentations, speaker materials, and branded deliverables for events and campaigns.

HURRICANETTES DANCE TEAM CAPTAIN

University of Miami | Miami, FL | April 2023- Present

- Oversee creative direction and performance planning for a high-visibility university spirit and entertainment team.
- Coordinate with music directors and athletics staff to ensure cohesive, brand-aligned performances at major sporting and campus events.
- Lead with discipline, organization, and a creative lens, managing scheduling, team communications, and mentorship across all members.