

AIDAN MCCULLEY

DIGITAL MEDIA SPECIALIST



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EDUCATION

UNIVERSITY OF SOUTH FLORIDA

BS in Business Advertising, Minor in Criminology

April 2020- December 2023

EXPERIENCE

DIRECTOR OF MEDIA PRODUCTION

April 2021-Present | Bulls for Kids

- Utilized the Adobe suite to produce & modify thousands of finished pictures & videos each quarter
- Hired and managed a team of 6-10 to assist in the gathering and creation of both physical & digital promotional media
- Communicated with local, online, and TV news outlets to raise awareness of fundraising campaigns.

SOCIAL MEDIA MANAGER

December 2021 - Present | USF Recreation

- Ran multiple successful online media campaigns using in-platform ad tools.
- Utilized Hootsuite and in-platform data to monitor and maximize the success of content in reaching our target audience
- Created engaging media using trending sounds and editing styles on TikTok, Instagram, and Twitter

FLORIDA CONGRESSIONAL INTERN

Summer 2021 | Representative Andrade

- Used Canva & photoshop to create inviting graphics while working in a high-stress political environment
- Built excel databases to send mass emails and letters to constituents using Mailchimp
- Monitored relevant news outlets to find important information to create a monthly newsletter

SKILLS

- Instagram Ad Tools
- TikTok creator tools
- Hootsuite certified
- Excel Spreadsheets
- Google AdSense
- Qualtrics survey building
- Augmented reality marketing
- Adobe suite certified
- Metaverse and NFT marketing
- Studio photography

ACHIEVEMENTS

- 2020 USF Housing Governor
- K-12 Programming instructor
- Snap Studio Creator
- Eagle Scout
- Nationally Recognized abstract artist

PORTFOLIO CAN BE FOUND ON [AIDANMCCULLEY.COM](https://aidanmcculley.com)