

Mia Hanrahan

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EDUCATION

Fordham University

B.A. in Communications Digital Technologies and Emerging Media
Minor in Marketing

Bronx, NY

May 2025

Relevant Coursework: Digital Marketing, Consumer Behavior, Business of New Media, Digital Production

EXPERIENCE

Hudson Valley Direct Marketing Association

Student Ambassador

New York, NY

February 2024 - Present

- Spearheaded student-focused initiatives, driving brand awareness and ambassador engagement
- Implement communication strategies that increase student and industry participation
- Organize events and workshops tailored to student interests, enhancing networking opportunities

Eastward Ho! Country Club

Servers Assistant

Chatham, MA

June 2024 - August 2024

- Supported wait staff to ensure timely food and beverage service during peak times
- Cleared tables and efficiently set up and broke down events for member gatherings
- Built strong relationships with club members, contributing to a personalized and high-quality service experience

Chubb/StreamLabs Digital IoT Sales and Marketing

Digital IoT Intern

New York, NY

June 2023 - August 2023

- Pitched a successful social media campaign, boosting engagement on Instagram and LinkedIn
- Designed client proposal templates using InDesign, strengthening brand identity and client interaction
- Collaborated directly with clients, addressing brand inquiries and refining marketing strategies

LEADERSHIP AND EXTRACURRICULAR

Fordham University Academic Journal

Design Team Editor

Bronx, NY

January 2023 - Present

- Lead the creative direction and design production for the university's academic journal, ensuring cohesive visual identity and timely publication
- Train and manage a team of designers, focusing on layout innovation and cover design
- Collaborate with Editors-in-Chief to align journal aesthetics with academic content

Fordham Marketing Association

Member

Bronx, NY

January 2023 - Present

- Engage in industry panels and workshops to develop cutting-edge marketing skills
- Collaborated with over 100 members on campus engagement and fundraising initiatives, driving community involvement

Fordham Rose Hill Society

Tourguide

Bronx, NY

September 2022 - Present

- Conduct interactive walking tours, engaging groups of 10+ participants to highlight the university's history, achievements, and facilities
- Deliver presentations about Fordham's academic programs and student life to increase applicant interest
- Develop personalized tour experiences to foster connections with prospective students and visitors

SKILLS & CERTIFICATIONS

Creative Software: Adobe Photoshop, InDesign, Illustrator, Lightroom, Canva

Business Tools: Microsoft Office (Word, Excel, PowerPoint, SharePoint)

Marketing & Media: Social Media Strategy, Graphic Design, Photography

Certifications: Association of National Advertisers Certificated Marketing Student