

Erin McBride

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Digital marketing specialist experienced in social media campaigns, Meta ads, and short-form video content. Creates engaging, on-brand posts and marketing audio promotions while using analytics to study and optimize content performance.

Meta Ads • Social Media Posts • Video posts • SEO Research • Audio Promos

EDUCATION

Master of Science in Marketing

University of Arizona, Tucson, AZ

May 2026

- 3.5 GPA

Bachelor of Arts in Communications, emphasis: Public Relations; minor in English

Brigham Young University, Provo, UT

Apr 2025

- 3.85 GPA

EXPERIENCE

Live the Dream Media, Tucson, AZ

Jan 2026-Present

Social Media Marketing Intern

- Support development and execution of social media strategies by scheduling, publishing, and monitoring posts to increase brand awareness
- Create monthly Meta ads to increase Live the Dream Media app downloads
- Publish four social media posts per week, using Canva and CapCut to edit visual and audio content for multiple platforms
- Perform quality checks on published content for adherence to brand voice and tone

Banner Health, Mesa, AZ

May 2025-Aug 2025

Communication Representative

- Managed 200+ daily calls while coordinating with internal teams to ensure accurate, timely communication and maintain a professional, high-quality customer experience

BYUradio, Provo, UT

June 2022-April 2025

Distribution Assistant

- Collaborated with production, editorial, and technical teams to ensure publishing accuracy, brand alignment, and audience-focused messaging
- Trained team members on publishing systems, processes, and best practices, improving consistency and turnaround time
- Assisted with web copy and show descriptions, supporting clear, engaging presentation of content for listeners and online visitors

LIFT Auto Repair Marketing, Provo, UT

May 2024-Sep 2024

SEO Intern

- Managed digital content and campaign documentation for 20+ clients, ensuring consistent messaging, brand voice, and accurate use of digital assets
- Supported campaign planning and reporting by tracking web analytics and digital performance metrics to inform optimization recommendations
- Assisted in the creation and editing of web copy and SEO-focused content aligned with client marketing goals
- Coordinated scheduling, deliverables, and vendor communication to meet quality standards and deadlines

BYU PR Intelligence Lab, Provo, UT

Jan 2023-Apr 2023

PR Researcher

- Analyzed communication survey data from 150+ participants to identify insights that informed public relations and marketing strategy recommendations
- Contributed to written reports and presentations summarizing research findings for clients and faculty stakeholders
- Assisted in message testing and audience analysis to support effective, evidence-based communication planning

The Salt Lake Tribune, Provo, UT

Apr 2022-Jun 2022

Podcast Intern

- Conducted audience research and content analysis to guide storytelling approaches and listener engagement tactics for podcast episodes
- Collaborated with editorial staff to brainstorm topics and refine episode descriptions and promotional copy

CERTIFICATIONS & SKILLS

- **Technical Proficiency:** Adobe Suite, Canva, CapCut, Meta Business Suite, Meta Ads, Qualtrics, Semrush, WordPress, Slack, Microsoft Office, Google Analytics
- **Certifications:**
 - Semrush SEO Crash Course with Brian Dean (*Mar 2023*)
 - Learning YouTube SEO (*Mar 2023*)