

# MAGGIE TYNDALL

Media professional with a  
M.S. degree from Boston University

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## education

### M.S. Advertising

Boston University • December 2023

### B.A. Communication & Media Studies

### B.S.B.A. Marketing • Graphic Design Minor

Saint Joseph's University • May 2022

Magna Cum Laude

## honors, awards, organizations

Alpha Gamma Delta • Alpha Sigma Nu

SJU 2022 Communication and Digital Media Award • SJU "Commy" Award for Outstanding Social Media Campaign for Equity and Justice

## skills

Meta Ads Manager • Microsoft Office  
Google Workspace • Adobe Creative Suite  
MediaTools • Mediaocean • Hootsuite  
Google Ads • HTML • CSS • Figma  
MAXQDA • Tableau • SAS • Metricool  
WordPress • Squarespace • Looker Studio

## conference presentations

PA/NJ College Reading and Learning Association, "Almost (Insta) Famous: Using Instagram to Reach Students Remotely" with Kristen Goldberg M.S., March 2021

## academic leadership

Boston University College of Communication  
**Intro to Adv Grad Assistant** 9/23 - 12/23

- Helped come up with brand/campaign suggestions for assignments, group project
- Assisted in evaluating and reviewing assignments and projects

**Grad TA for COM 101** 9/22 - 5/23

- Taught a weekly Friday discussion section with approximately 25 undergraduate students and held weekly office hours
- Communicated with students on a regular basis and responded to student questions in a timely manner
- Graded students' work and provided feedback to improve understanding

## digital media and advertising experience

### Assistant Media Planner | Saatchi & Saatchi

6/24 - Present

- Assist in the development, implementation, and monitoring of all media plans and buys for multi-media campaigns
- Communicate with media buying partners and internal finance teams to ensure buys meet established budgets
- Monitor analytics for key digital channels and assist in developing insights to be shared with clients

*Client: Toyota GNY, UNY, CT*

### Digital Intern | COMM (formerly CommCreative)

10/23-12/23

- Conducted SEO search term reports to ensure effective bidding and optimization across accounts
- Assisted in the implementation, management, and optimization of paid search and paid social campaigns
- Created and updated monthly reports to go to client

*Select clients: Bose Automotive, BioCatch, Johnson Controls, DTEX Systems*

Boston University AdLab

### Associate Creative Director, Art

9/23 - 12/23

- Oversaw creative output, leading teams to produce on-brief and impactful deliverables
- Worked with teams to improve work, providing feedback and problem-solving when needed

*Select clients: Blue Man Group, Sallie Mae, Rotate Your Closet*

### Vice President, Strategy

1/23 - 5/23

- Mentored 12 teams to strategize and execute brand campaigns
- Evaluated briefs and research proposals and reports to give feedback to students -- both formally and informally

*Select clients: Chobani, ASICS, Boston Symphony Orchestra*

### Paid Social Intern | Publicis Health Media

6/22 - 8/22

- Pulled pacing reports to make optimizations based on campaign performance and ensure primary KPIs are met or exceeded
- Trafficked creative assets and assisted in managing budgets
- Built campaigns, ad sets, and ads in FB Ads Manager
- QA campaigns pre- and post-launch to ensure accuracy

*Experience with immunology brands*

The Beautiful Social Research Collaborative

### Foley Fellow for Civic Media and Engagement

7/21 - 5/22

- Performed branding, analyses, web design, and produced video content
- Managed digital strategies for both BSocial and client
- Grew content interaction on Instagram by 231% in just one week

*Client: The Free Mind Entrepreneur Network*

### Nonprofit Communications Intern

5/21 - 7/21

- Increased Instagram reach by 47.8% and follower count by 1.4%
- Designed graphics for 3+ posts/stories every week