

MIA CARSON

Creative Portfolio: <https://miacarsonportfolio.my.canva.site>

CONTACT

- 📞 248-856-5030
- 🌐 www.linkedin.com/in/miacarson
- ✉️ carson29@msu.edu
- 📍 Rochester, Michigan

EDUCATION

MICHIGAN STATE UNIVERSITY

08/2023 – Present
East Lansing, MI

- GPA 3.9
- Major - Creative Advertising
- Expected Graduation May 2027

SKILLS

- ➔ Social Media Marketing
- ➔ CapCut
- ➔ Canva & Photoshop
- ➔ Creative
- ➔ Organized
- ➔ Efficient
- ➔ Time Management
- ➔ Artistic
- ➔ Leadership

INDIVIDUAL ACCOUNTS (SOCIAL MEDIA)

12/2016 – Present

- TikTok Account : @_proteinprincess
- Experience with Instagram and TikTok
- Generated over 2 million views and 180K likes on TikTok
- Generated 645K views on one TikTok

WORK EXPERIENCE

United Shore Professional Baseball League Social Media Intern

05/2025- Present
Utica, MI

- Create engaging TikTok videos and social content.
- Capture and edit live game footage and behind-the-scenes moments.
- Assist with managing all social media platforms to boost fan engagement .

Nesscessity Social Media Marketing Remote Internship

12/2024 – 05/2025
Denver, CO

- Manage and schedule posts for Pinterest, Twitter, and LinkedIn.
- Create graphics, write captions, and help run campaigns.
- Research competitors and market trends to improve strategy.
- Develop creative content ideas and track performance.
- Gain experience with Canva, Adobe Suite, and social media platforms.

Marlo Beauty Supply Marketing Internship

04/2024-08/2024
Ferndale, MI

- Managed data entry and website organization, improving efficiency and accuracy.
- Conducted research to identify and hire top-tier photographers and videographers for social media events.
- Collaborated on content creation, including developing TikTok videos for brand promotion.
- Helped plan and coordinate events and photoshoots to enhance brand visibility.
- Assisted in maintaining and updating content on the company website and social media channels, ensuring accurate and appealing presentation of products.

Signs Chairman Zeta Tau Alpha Sorority

01/2024 – 01/2025
East Lansing, MI

- Design and develop public relations materials for Sorority, including using Canva to create and design multiple signs.

Two Year Varsity Basketball Captain

09/2021 – 03/2023
Rochester, MI

- Organized team events and communicated schedules.
- Created a positive, fun, and safe environment for all the women on the team
- Designed team social media that was presented at team banquet.
- 4 year Varsity player; 3 year All-League Honoree.

VOLUNTEERING

Sam Smiles Foundation

09/2019 – Present
Rochester, MI

- Organized volunteers for fundraising events, raising over \$1,000 for mental health awareness.

Cougar Athletic Leadership Club President

09/2022 – 06/2023
Rochester, MI

- Organized a Suicide Awareness Basketball game and raised over \$3,000.