

MADISON NEEDHAM

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EXPERIENCE

Social Media Intern

Premier Lacrosse League

- 📅 05/2026 - 10/2026
- Contributed to social media accounts for the Western Conference PLL teams by creating and executing content throughout the season
 - Developed weekly storylines and proactively recommended content strategies based on teams performance, player stats, matchups and social trends
 - Created captions, TikToks, game-day content and player focused posts while collaborating with league staff to maximize engagement across platforms

Social Media Student Intern

Clemson Athletics Department: Ventures

- 📅 08/2024 - 05/2026
- Contributed to @ClemsonTigers social media accounts by creating content at live events across various sports
 - Completed 30+ social media recaps, and proactively recommending weekly content strategies based on performance insights and audience trends
 - Collected and analyzed social media data using Zoomph to optimize engagement across platforms

Social Media and Sponsorship Activation Intern

Ocean State Waves Baseball

- 📅 04/2025 - 08/2025
- Boosted digital engagement by spearheading social media strategies across platforms.
 - Collaborated with players on sponsorship activations and content creation while supporting partnerships across 25+ sponsors.
 - Managed game-day promotions and marketing execution, ensuring seamless in-venue activations and an engaging fan experience.

Marketing Internship Team Member

Clemson Music Festival

- 📅 10/2024 - 04/2025
- Assisted in marketing Clemson Music Fest through social media, graphic design, and on-campus initiatives
 - Managed live Instagram coverage of performances, sponsor activations, and fan experiences

Internship

Social Media Listening Center

- 📅 01/2024 - 05/2024
- Gained hands-on experience in social media listening, data analysis, and campaign support using Sprinklr
 - Assisted SMLC staff with live press coverage and real-time content support

CERTIFICATIONS

Google Ads

Sprinklr Campaign Manager Pro/insight

EDUCATION

Bachelors in Sports
Communication; Minor in
Brand Communication

GPA
3.81 / 4.00

Clemson University

📅 2022 - 2026

ADDITIONAL EXPERIENCE

💎 Association for Women In Sports
Media
2022-2026

💎 Sigma Kappa Sorority
2022-2025

💎 Sports Management Club
2022-2025

SKILLS

Web skills

Adobe Canva

Zoomph

Social Media Management