

Teagan Winn

creativity that connects

Experience

VICE PRESIDENT OF CREATIVE

scratch pad. | August 2025 - present

- Lead development of campaign concept, tagline, visual identity, and execution strategy in collaboration with the strategy team for JMU's student run advertising agency
- Create and produce ads, storyboards, mockups, packaging, branded assets, and presentation visuals to communicate campaign direction and impact

VICE PRESIDENT EXTERNAL AFFAIRS

Kappa Alpha Theta Eta Rho Chapter | January 2025 - present

- Oversee chapter communications, lead branding initiatives, and develop merchandise campaigns that increase member engagement
- Lead marketing team across Online Media, Service, Philanthropy, and Alumni Relations
- Coordinate merchandise distribution and public relation events

MARKETING INTERN

Chesterfield CASA | June 2025 - present

- Develop multiple concurrent marketing campaigns, strategically aligning messaging to connect with the community, drive fundraising, and increase volunteer recruitment.
- Design social media content, newsletters, press releases, graphics, and promotional materials to enhance supporter communication and volunteer recruitment
- Plan and promote annual fundraising event projected to raise \$50K, conducted interviews to create compelling advocate stories

COMMUNICATIONS INTERN

Sweet Talk Strategy | June 2025 - August 2025

- Contributed to strategic messaging, content development, and brand storytelling across digital and print platforms
- Assisted in planning and executing branding photoshoots to strengthen client visual identity
- Researched media outlets for targeted PR outreach and client media coverage
- Evaluate influencers to support brand collaborations and increase audience reach

SOCIAL MEDIA INTERN

Bridgewater Retirement Community | September 2024 - May 2025

- Analyzed social media engagement data and utilized Meta Business Suite to inform strategies, track growth, and optimize performance
- Managed email marketing campaigns to boost merchandise awareness and engaged with customers through targeted digital outreach
- Increased post reach by 50% through optimized scheduling and strategic content creation

BRANDING DELEGATE

National Panhellenic Conference | January 2023 - December 2023

- Worked with representatives from 12 Panhellenic chapters to improve new member experiences while fundraising for Circle of Sisterhood
- Designed, sourced, and managed production of branded merchandise
- Organized and led branding photoshoots, enhancing council image

Education

JAMES MADISON UNIVERSITY

May 2026

B.S. Media Arts and Design and Studio Art
Concentrations in Creative Advertising and Fiber Art

Dutch Art & Design Study Abroad

Amsterdam, Netherlands

June 2025 - July 2025

Recognition

PRESIDENTS LIST

Fall 2024, Spring 2025

DEANS LIST

Fall 2022, Spring 2023, Fall 2023, Spring 2024

FIFTH PLACE - DISTRICT 3

National Student Advertising Competition with
the American Advertising Federation 2025

Skills

- Visual Design
- Project management
- Content strategy
- Community engagement
- Social media management
- Influencer partnerships
- Research media outlets
- Trend analysis
- Campaign development
- Attention to detail
- Content calendar planning
- Written communication
- Task organization

Technical Skills

- Adobe Creative Cloud
- Premier Pro
- Canva
- Figma
- Wordpress
- Microsoft Office
- Google workspace

CONTACT

winn-teagan@gmail.com

(804)-709-8604

Richmond, VA

teaganwinn.com