

MAGAN CARRIGAN

CREATOR | PRODUCER | STRATEGIST

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A highly skilled creative producer and content strategist with specialties in content writing, film production and distribution, digital marketing, and creative project development. Successfully raised \$15,000 and executive produced three-episode webseries Solid 8. Premiered Solid 8 at festivals in 3 states and spoke on multiple panels on creating independent work. Interned in marketing/publicity at Magnolia Pictures while simultaneously creating the original content department of Delphi Strategic Marketing & Design.

PRODUCTION & DISTRIBUTION

Magnolia Pictures | New York, NY

Marketing and Publicity Intern: Sep 2018 – Feb 2019

- Attend screenings and assist with publicity events for Academy Award Winning films such as [RBG](#), [Minding the Gap](#), and [Shoplifters](#)
- Implement grassroots marketing campaigns throughout the city including running the [Magnolia/Magnet booth at NYCC](#) two years in a row.

Luminoustudios | New York, NY

Production Coordinator: Aug 2018 – Sep 2018

- Coordinate casting and locations for shoots including this [video for Woobo Mini](#)
- Lead secondary photography production such as taking all the photos used in this [MeshCanvas commercial](#)

Solid 8 Productions | New York, NY

Co-Creator and Executive Producer of Solid 8: Oct 2015 – Feb 2017

- Create and implement an Indiegogo campaign which raised \$15,000
- Write, produce & premiere at festivals 3 episodes of [Solid 8: The Web Series](#)
- Vet, hire, and supervise 30+ person cast and crew

DIGITAL MEDIA & MARKETING

Delphi Strategic Marketing & Design | New York, NY

Head of Content: Apr 2022 – Jan 2023

- Write and send press outreach emails for [The International Beverage Competitions](#) averaging a 40% open rate and a 3% open rate with in placements in Forbes, WSJ, BBCNews

Content Strategist: Nov 2019 – Mar 2022

- Write all webcopy for 40+ clients as well as [Delphi's rebranded website](#) which earned the company 3 Academy of Interactive & Visual Arts Davey Awards
- Create blog posts such as ["How to Tell if Glass is Tempered"](#) written for Capitol Glass which ranked #1 on Google for SEO keywords "glass nyc" and "mirrors nyc" and #2 for "shower doors nyc"
- Interface with clients on large projects such as Beach Glass Wedding's ["Ultimate Hawaii Wedding Guide"](#) which was ranked #1 on Google for the SEO keyword "hawaii wedding guide" in 2020.

Communications & Design Associate: Sep 2018 – Nov 2019

- Manage social media writing and engagement for 10+ accounts
- Design & build websites in Squarespace including [the website for Americaptial Group](#) resulting in a 120% increase in button conversions for the client

Magan Carrigan Consulting | Brooklyn, NY

Freelance Designer & Consultant: Nov 2017 – Sep 2018

- Consult creatives and artists on branding, marketing, and social media
- Produce independent film and digital content
- Design responsive websites through Squarespace including the law firm [Stern & Williams](#) and [New York based visual artist Judy Giera](#)

Brooklyn Web Fest | Brooklyn, NY

Volunteer Digital Marketing Director: Jun 2017 – Sep 2017

- Create innovative content for [BKWF's digital platforms](#)
- Write advertisements and creative material for the 2017 submission period
- Research and scout promising creators to participate in the festival

Squarespace | New York, NY

Experience Coordinator: Feb 2017 – Nov 2017

- Book team outings, meal reservations and wellness programs for 650+ employees
- Create and maintain a supply inventory system for entire office
- Create and implement new methods to improve workflow and efficiency

Refinery29 (acq'd by Vice) | New York, NY

First Impressionist: May 2016 - November 2016

- Lead front desk/reception operations for office of 250+ employees

SPEAKING ENGAGEMENTS

Panelist	IndieWire Presents: The Filmmaker's Toolkit	Brooklyn Web Fest
Panelist	Symposium: Producing Your Own Work	Actors Studio Drama School
Panelist	Companies That Support Content	Brooklyn Web Fest
Guest Speaker	Social Media & Branding for Filmmakers	The FilmmakHers

SKILLS

Design	Social	Analytics
Adobe Photoshop, Adobe Premiere and Adobe InDesign Squarespace, HTML5, CSS3	Facebook, Twitter, Instagram, LinkedIn, Snapchat, Pinterest and Tumblr	Google Analytics, Google AdWords, YouTube Analytics and Facebook Insights

EDUCATION

BS in Economics, University of Mary Washington

BA in Theatre, University of Mary Washington

MFA in Theatre, Actors Studio Drama School at Pace University