

Ava McCoy

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EDUCATION

Harvard University

Cambridge, MA

A.B. in Economics and Art, Film, and Visual Studies

May 2028

Minor in Russian

- GPA: 3.7/4.00
- Activities: Division 1 Varsity Cheerleader; Executive Board Member of the Harvard Undergraduate Sports Lab; Active Editor for the Harvard Crimson; Active Member of Harvard Financial Analyst Club
- Coursework: Economics 1010B-Intermediate Macroeconomics; Economics 10B-Introduction to Macroeconomics; Economics 10A-Introduction to Microeconomics; Art, Film, and Visual Studies 52-Non-fiction filmmaking; Russian BA and BB-Intermediate Russian ii

St. Pius X High School

Lincoln, NE

High School Diploma

May 2024

- Valedictorian; GPA: 4.0/4.0; 35 ACT
- Varsity Athlete in Softball and Tennis (captain); President of Multiple Student Groups; Senior of 2024

EXPERIENCE

Digital Brand and Media Producer

Cambridge, MA

Founder

July 2024-

- Individually developed and grew a personal digital brand to 25,000+ *followers* by analyzing engagement analytics, performance metrics, and audience behaviors.
- Secured consumer brand deals with major companies such as Prime, Edikted, and Cider to deliver sponsored campaigns aligned with marketing objectives.

Harvard Student Agencies

Cambridge, MA

Chief Marketing Officer

July 2025-

- Led marketing strategy for the world's largest student-run business generating over \$13M+ in annual revenue.
- Tripled overall engagement across multiple platforms through data driven digital strategy and performance optimization.

Harvard Athletics

Cambridge, MA

Multimedia and Broadcast Intern

July 2025-September 2025

- Coordinated with producers, camera crew, and on-air talent to produce live broadcast and digital media content for Harvard Athletics.
- Supported live ESPN+ broadcasts through sideline reporting and real game time analysis.

Fuel for the Fight

Lincoln, NE

Founder and CEO

February 2021-January 2024

- Founded and scaled a non-profit organization connecting school teams and clubs with pediatric cancer patients.
- Coordinated with hospitals to align patient needs with organizational resources and support.
- Negotiated and executed the sale of the organization to the Heartland Cancer Foundation for continued sustainability and impact.

ADDITIONAL INFORMATION

Technical: expertise in all Adobe functions; on-air reporting and journalism experience; programming in R and Python; analytical modeling and data visualization within various algorithms;

Interests: Music, Creative Design, Journalism, and Cinema