

MIA SCHEGA | SOCIAL CREATIVE + STRATEGIST

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LinkedIn Profile | [linkedin.com/in/mia-schega](https://www.linkedin.com/in/mia-schega)

Portfolio | miaschega.com

RELEVANT SKILLS

- Google Suite
- Adobe Creative Suite
- Production Briefs + Call Sheets
- End-to-End Content Production
- Canva
- Sprout Social
- Microsoft Applications
- Photography + Videography
- Photo + Video Editing
- Graphic Design
- Project / Time Management
- Adaptability
- Creative Concepting
- Problem Solving
- Teamwork

PROFESSIONAL EXPERIENCE

Social Media Specialist

Papa Johns | March 2026-Present

- Produce end-to-end social-first content from concept to final asset for Instagram, TikTok, Facebook, and YouTube.
- Own the organic social content calendar, campaign timelines, publishing schedules, coordinating productions, and cross-functional deliverables for influencer and paid social.
- Develop and executed content strategy for brand activations, partnerships, product launches, and period promotions.
- Present creative strategies and content to executive leadership teams and cross-functional stakeholders.
- Lead the end-to-end production and execution of the Papa Johns × Toy Story 5 social campaign in collaboration with Disney, resulting in the brand's highest-performing organic social campaign with 4.8M organic views and a 5% engagement rate across Instagram, TikTok, Facebook, and YouTube.

Social Creative

The Social Shepherd | October 2024-February 2026

- Managed end-to-end social content production for brands across fashion, wellness, food, barber, and pet industries.
- Created production briefs, shoot briefs, call sheets, and production schedules to keep content shoots organized and on track from pre-production through delivery.
- Produced high-performing photo and video content across Instagram and TikTok, including organic content exceeding 1M+ views.
- Managed multiple client projects simultaneously, ensuring creative assets were delivered on time and aligned with campaign objectives.
- Managed multiple projects simultaneously across cross-functional teams, ensuring creative assets were delivered accurately and on deadline in a fast-paced agency environment.

Creative + Social Media Intern

Brand Society, LLC. | June 2024-October 2024

- Creative brainstorming for brand activations, social media content and brand partnerships
- Working with creative department team with production and graphic design projects
- Content creation and concepting for social media platforms bringing fresh ideas to client feeds

Social Media + Film Production

Jacob Boatsman Films | June 2022-August 2023

- 1st Assistant Camera, Assistant Director, Social Media Manager and Content Creator for Happy People, an independent feature film on Amazon Prime Video
- Director of Photography and Content Creator for independent feature film Cardboard Island coming 2026

Digital Media + Motion Graphics Creator

MPRESSED Media, LLC. | October 2020-January 2022

- Created and designed brand collateral such as business cards, menus, pamphlets, and booklets
- Created and edited social media graphics and video content for clients in the travel, food and medical industries
- Client support communications and tasks such as edits for websites, social media, and graphic design projects

EDUCATION

Savannah College of Art and Design

Class of 2024 | BFA Film and Television Production, Graphic Design Minor Certificate | Magna Cum Laude