

Carter Moran

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Summary

Social media strategist and digital media founder specializing in organic growth, social content strategy, and audience development. Generated 150M+ views across client and independently operated media brands.

Experience

Miraj Group | Creative Lead / Content Strategist | AUG 2025 - Present

- Lead organic content strategy across 12+ consumer, entertainment, and college-focused brands.
- Drove content strategies contributing to 100M+ organic views across client accounts.
- Direct high-volume short-form content, creative development, calendars, analytics, and performance optimization across Instagram, Facebook, TikTok, and YouTube.
- Develop viral campaigns optimized for retention, engagement, reach, and conversion for brands including Mainline, StudentSeats, SipSkip, Switch, and NoSongRequests.

BeerSnake Media | Founder | DEC 2023 - Present

- Founded and scaled a college media network generating 70M+ views and 50K+ followers across Instagram and YouTube.
- Built a portfolio of 15+ social properties, including campus-specific and vertical media brands.
- Lead content strategy, audience growth, monetization, sponsorship, and brand development.
- Lead a three-person team and secure paid brand partnerships targeting college audiences.

The Delta Chi Fraternity, Inc. | "A" - President | JAN 2025 – DEC 2025

- Served as Founding Father President, overseeing chapter operations and organizational strategy.
- Doubled chapter membership through recruitment and organizational growth.
- Led fundraising initiatives generating \$15,000+ for the V Foundation for Cancer Research.

Indiana University Ice Hockey Team | Social Media Manager | AUG 2024 – MAY 2025

- Managed social content and branding across game days, apparel launches, and team announcements.
- Created graphics and interactive campaigns designed to increase fan engagement.
- Used performance analytics to optimize content strategy.

Education

Indiana University Bloomington | AUG 2023 - Present

B.A. Media — Media Management, Law & Policy

Expected Graduation May 2027

Skills

Organic Social Strategy, Content Strategy, Audience Development, Analytics, Influencer Marketing, Canva, Instagram, TikTok, YouTube, Adobe Creative Suite