

Film grad makes it through 'inferno' to launch career in digital marketing

By Nancy Beckley, ASU News
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Editor's note: This story is part of a series of profiles of notable [spring 2026 graduates](#).

When Megan McComb first arrived at Arizona State University from Murrieta, California, she never imagined that a campus job she applied for would turn her into a football fan or launch her career in digital marketing.

Now, the film major is graduating with her bachelor's degree, with a minor in digital audiences, from the Sidney Poitier New American Film School at ASU's Herberger Institute for Design and the Arts.

McComb got her start in digital media marketing through Barrett, The Honors College.

"I truly love Barrett. I got my first actual social media job through Barrett, so it'll always be near and dear to my heart," she said.

McComb not only works for Barrett but also within ASU's Educational Outreach and Student Services (EOSS) marketing department, managing the Inferno Insider social media accounts and shaping the game day experience for thousands of Sun Devils.

The Inferno is the hottest student section in the country, and through creativity, community building and an unmistakable voice, McComb has transformed its social media accounts into a powerful connection point between students and school spirit.

"Seeing students comment, share our posts and tag us because they want us to be part of their game day experience is really special," McComb said. "ASU's student body is so unique in their pride and passion."

She added that being able to connect students through social media on such a large campus has been incredibly meaningful to her.

"I love making a difference in the communities around me. I want people to remember how they felt around me."

When McComb started her job with EOSS in the fall of 2023, the Inferno Insider account had around 2,000 followers. Through her creative and engaging social media content, she's increased the page's following to more than 7,000.

"We had over a million organic views (over the month of November 2025) and won a Big 12 award," she said.

There are so many memories at ASU that McComb holds dearly, but if she had to choose, her biggest highlight was when The Inferno student section stormed the field during the Utah game.

"Running onto the field with cameras, capturing people's excitement and almost getting hit by a goalpost," she said. "It is unforgettable."

Not only was it the highlight of her job, "it was one of the highlights of my entire time at ASU."

McComb's "aha" moment was realizing that she was not meant for the life of a post-production film editor. When she discovered the field of online marketing, she knew that this was what she wanted to do.

When asked what her dream job is, McComb said, "I'd love to be a CMO for a beauty brand, or start my own." She could also see herself staying in sports. "I've put a girly, creative twist on it that's really worked."

Day to day, McComb thrives under pressure and in intense organizational settings. That's why she lives off brainstorming and self-care. "I work three jobs, take 23 credit hours — so I live by my planner."

Aside from managing the Inferno Insider accounts, McComb also is a marketing coordinator at a college insurance company. In addition, she does social media ambassador freelance work in her free time, where she's worked alongside Her Campus Media on briefs and projects for Clinique, The Ordinary skin care company, Sol De Janeiro, Hallmark, imPRESS Beauty, and more.

After graduating from ASU, McComb plans to move to the Bay Area and continue working for the college insurance company as a social media and community engagement specialist.

At the end of the day, even after graduation, McComb is and will always be a Sun Devil. If she were to give any advice to the new and upcoming students, she'd say:

"Get involved. Every meaningful connection I've made came from clubs, jobs or putting myself out there." For McComb, stepping into new spaces made it possible to meet people who truly mattered. By choosing to stay true to herself, she discovered that authenticity is what transforms those opportunities into genuine, lasting connections.

McComb signs off on her ASU journey thusly: "Forks up. Come to game days. Download your student tickets. Follow [Inferno Insider ASU](#)."

This story originally appeared on [ASU News](#).

Main image



Megan McComb (second from left) surrounded by her coworkers. Courtesy photo