

Madison Example

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PROFESSIONAL SUMMARY

Motivated Communication Studies major with a strong foundation in marketing strategies, specializing in creating visually compelling content that captivates and engages diverse audiences. Backed by 2 years of practical experience in both digital and print marketing, excelling in project management, relationship building, and driving successful outcomes. Proficient in managing all phases of the project lifecycle, from strategic planning and content creation to promotion and flawless execution.

SKILLS

- Proficient in Microsoft Office and Adobe InDesign, Premier Pro, Audition, and Photoshop
- Strong interpersonal, analytical, public speaking, communications, and creative skills
- Knowledgeable in managing social media platforms such as Facebook, Twitter, YouTube, etc.

EDUCATION

Bachelor of Arts in Communication Studies

Anticipated May 2026

Regent University, Virginia Beach, VA

- **Specialization:** Advertising-Public Relations
- **GPA:** 3.6
- **Honors:** University Communications Honors Program (2023); Dean's List (2022, 2023, 2024)
- **Relevant Courses:** Foundations of Communication, Sales & Marketing, Public Relations

RELEVANT COURSE PROJECTS

Student Program Developer, Public Relations

August 2025 – December 2025

Regent University, Virginia Beach, VA

- Created 13 hypothetical integrated and multi-tiered new store opening programs in domestic and international locations
- Conducted in-depth market research to tailor public relations strategies, enhancing brand awareness and customer engagement across diverse regions

MARKETING EXPERIENCE

Intern, Sales & Marketing

January 2025 - May 2025

Regent University, Virginia Beach, VA

- Crafted comprehensive marketing strategies for local non-profits, utilizing Facebook, LinkedIn, and Instagram to boost online engagement and outreach
- Developed a compelling PowerPoint presentation highlighting the effectiveness of visual displays
- Collaborated with cross-functional teams to analyze market trends, resulting in targeted campaigns that increased social media engagement by 20%

ADDITIONAL EXPERIENCE

Sales Associate, Macy's, Virginia Beach, VA

May 2024 - December 2024

- Collaborated with 6 team members to enhance customer satisfaction through coordinated efforts
- Utilized efficient time management techniques during peak periods like Black Friday and Christmas to promptly replenish shelves with 400+ pieces of merchandise
- Improved the check-out process with the sales manager by 25%, enhancing efficiency during busy periods by introducing a dedicated bagger