Madison Taylor EdwardS

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# Education

Kennesaw State University Bachelor of Science in Public Relation December 2023

Honors: President’s List

# Experience

**Stratus Property Group** – *Digital* *Marketing Intern; Atlanta, Georgia August 2023 – Present*

* Writing press releases and sending to appropriate media contacts
* Conducting media list for press releases
* Maintaining and updating WordPress website
* Creating and maintaining LinkedIn account (crafting, scheduling, and tracking analytics)
* Improving SEO through WordPress plugins and Google

**Michael Mackenzie Communications** – *Marketing Intern; Roswell, Georgia May 2023 – August 2023*

* Writing and publishing monthly blogs to MMC website
* Competitive client research
* Creating social media content for clients and MMC
* Communicating with clients on a monthly basis
* Working in a variety of different industries (healthcare, technology, and legal)

**Yancey Bros. Co.** – *Social Media Marketing Intern; Austell, Georgia September 2021 – May 2023*

* Updated and implemented new social media marketing strategies
* Generated the growth on existing and new social media platforms
* Organized in-house marketing campaigns driven towards employee engagement
* Tracked social media engagement through detailed performance reports
* Increased recruiting efforts through social media platforms
* Developed a variety of marketing tools, including flyers, banners, printed ads, and billboards
* Created and implemented social media ad campaigns
* Establishing creative content while keeping track with current trends
* Implemented personal marketing strategies
* Video and content editing through Adobe Premiere Pro and CapCut software
* Launched monthly social media employee submission contest
* Developed relationships with other PR Firms
* Created website pages as well as emails for the public
* Create and implement social media ad campaigns
* Built and maintained relationships with peers and upper management
* Increased employee referrals by 30%
* Generated 10K following on TikTok

# leadership experience

**Kappa Delta Sorority-** *Bid Day Chair* *January 2022- December 2022*

* + Planned and executed Fall 2022 Bid Day
  + Managed and delegated work to team members
  + Coordinated venue, catering, decorations, and budget

**Kappa Delta Sorority**- *Executive Director of Community Service January 2023-Currently*

* + Creating communications/PR plan for event
  + Managing and delegating work to team members, project tracking
  + Educating members on community service efforts and social responsibility
  + Tracking budget and proceeds for events
  + Event planning (contracts, vendors, risk management, organization, etc.)

**Kappa Delta Sorority**- *Primary Recruitment & Marketing Assistant January 2023- Currently*

* + Managing and delegating to department members
  + Project management and analysis
  + Managing the organization’s culture and environments
  + Managing membership during Fall primary recruitment
  + Executing PR and marketing campaigns targeted towards recruiting potential new members

# Additional information

**Computer Skills:** Photoshop, InDesign, Premiere Pro, MS Excel, Word, PowerPoint, Canva, Active Campaign, Constant Contact, WordPress, CapCut, Mailchimp

**Social Platforms:** Instagram, LinkedIn, Facebook, Twitter (X), TikTok, Pinterest, YouTube

**Certifications:** Fundamentals of Social Media (Muck Rack), Social Media Marketing: Strategy and Optimization, Google Ads Search Certification, Google Analytics Certification, Social Media Marketing (HubSpot)

**Portfolio:** [MadiEdwards.Com](https://madiedwards.com/)