

## CONTACT

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Chicago, IL

## SKILLS

Cision | Muckrack | Critical Mention

Qualtrics | Meltwater

Adobe InDesign | Adobe Photoshop

Adobe Premiere

SEO writing | AP style writing

Google Ads (certified)

Hubspot (certified)

Hootsuite (certified)

Microsoft Excel (certified)

Microsoft Office

GSuite

HTML | CSS

Instagram | Facebook | YouTube

Snapchat | Twitter | Tik Tok

## LEADERSHIP

Facebook Design Summit 2020

VP, The Women's Network

Red Dress Chairman, Alpha Phi

PR Coordinator, DanceWorks

Volunteer, Balancing the Books

Member, PRSSA

# MADISON PADDOCK



## EDUCATION

### **Syracuse University** **S.I. Newhouse School of Public Communications** **Martin J. Whitman School of Management**

*Graduated: May 2020*

Dual Degree in Public Relations and Marketing Management, B.S.  
Honors: Dean's List, Founder's Scholarship

## WORK EXPERIENCE

### **Small Girls PR** Account Coordinator

*New York, NY*  
*October 2020 - Present*

### **Mayer & Associates PR** Publicity Assistant (Part-time, Remote)

*Los Angeles, CA*  
*July - October 2020*

- Draft press releases, media advisories, pitch letters and social media copy on behalf of clients
- Manage and collaborate with multiple entertainment and non-profit clients on a daily basis
- Support administrative functions of the firm, including scheduling, billing, & project management

### **ViacomCBS** PR Intern - Comedy Central, Paramount, TV Land

*New York, NY*  
*May - August 2019*

- Developed press plan and arranged premiere event for new Comedy Central series, *Awkwafina*
- Collaborated on communications strategies for shows including *Yellowstone* and *Younger*
- Fine-tuned pitching skills by pitching content for *The Daily Show* to entertainment outlets
- Monitored and compiled daily press digests and media lists using Cision and Muckrack

### **SEPHORA** SEPHORA Collection Campus Ambassador

*Syracuse, NY*  
*August 2019 - May 2020*

- Planned and executed on-campus and in-store promotional events for over 200 students
- Created weekly Instagram assets to increase brand awareness and engagement
- Arranged giveaways and product-testing for new beauty and skincare product releases

### **All Community Events** Marketing and Event Planning Intern

*Chicago, IL*  
*May 2018 - January 2019*

- Identified fitness-based social influencers and developed content for Instagram and YouTube
- Coordinated communications for events with volunteers, vendors, and influencers
- Developed a social and influencer marketing strategy by monitoring key social and digital trends in the fitness and athletic space

### **Peppino's Restaurant & Catering Company** Social Media Intern

*Syracuse, NY*  
*January 2018 - February 2019*

- Planned monthly social calendars for Instagram and Facebook
- Grew Instagram followers by 6% month over month and doubled organic reach on Facebook
- Utilized tools like MeltWater to perform social listening

### **EZ Links LLC** Marketing and SEO Intern

*Chicago, IL*  
*May - August 2017*

- Scripted hundreds of SEO landing pages that contributed to a spike in organic traffic
- Analyzed consumer interaction with TeeOff.com
- Grew social following by 10% month over month and assisted the Director of Social Media with monthly social media reports and performance metrics