

# MADISON BLANCHARD

314.566.2215 • MADISONBLANCHARD18@GMAIL.COM • MEMYLIPSANDEYES.COM

## EDUCATION

**NORTHWESTERN UNIVERSITY** EVANSTON, IL  
B.S. JOURNALISM expected 2019  
INTEGRATED MARKETING COMMUNICATIONS CERTIFICATE expected 2019  
BUSINESS INSTITUTIONS MINOR expected 2019  
Cum. GPA – 3.4

## SKILLS AND QUALIFICATIONS

**SOCIAL MEDIA:** Twitter, Facebook, Instagram, Snapchat  
**WEBSITE AND CONTENT MANAGEMENT:** WordPress, Squarespace, Hootsuite

## EXPERIENCE

**ST. LOUIS MAGAZINE** SAINT LOUIS, MO  
Marketing & Events Intern *June 2017 – Present*

- Planned and executed four signature events for up to 1,300 attendees
- Coordinated social media sponsorships and external event coverage

**MADE FOR FREEDOM** SAINT LOUIS, MO  
Social Media Manager *March 2017 – Present*

- Oversee company social media channels
- Coordinate and plan marketing programs, publicity efforts and ad campaigns

**STITCH MAGAZINE** NORTHWESTERN UNIVERSITY  
Director of Events *March 2017 – Present*

- Plan and execute launch parties, fundraisers, and marketing events
- Collaborate with student groups and local businesses

Director of Photoshoots *September 2015 – February 2017*

- Scouted shoot locations, coordinated with clothing retailers, directed stylists

**ALPHA CHI OMEGA FRATERNITY, GAMMA CHAPTER** EVANSTON, IL  
VP Public Relations & Marketing *December 2016 – Present*

- Maintain channels of communication and marketing that promote the chapter to the campus community, other chapters and the general public
- Develop and design marketing strategies and merchandise