

MADISON BLANCHARD

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EDUCATION

NORTHWESTERN UNIVERSITY

B.S. Journalism
Integrated Marketing Communications Certificate
Business Institutions Minor
Cumulative GPA – 3.4

EVANSTON, IL
December 2018

RELEVANT COURSES: Consumer Insight, Research for Marketing Communications, Marketing Strategy

SKILLS

SOCIAL MEDIA: Twitter, Facebook, Instagram, Snapchat, Google+

CONTENT MANAGEMENT: WordPress, Squarespace, Hootsuite, Tailwind, Later

COMPUTER: Microsoft Office Suite, SPSS Statistics

EXPERIENCE

WHISKEY THIEF TAVERN

Marketing Intern

EVANSTON, IL
October 2017– Present

- Coordinate and plan marketing programs, publicity efforts and email campaigns
- Network and build relationships with local businesses
- Implement digital loyalty program, generating 1,000+ customer leads

ST. LOUIS MAGAZINE

Marketing & Events Intern

SAINT LOUIS, MO
June 2017 – September 2017

- Planned and executed four signature events for up to 1,300 attendees
- Coordinated social media sponsorships and external event coverage, reaching average audience of 3,000

MADE FOR FREEDOM

Social Media Manager

SAINT LOUIS, MO
March 2017 – Present

- Oversee company social media channels, including Facebook, Instagram and Twitter
- Create content relevant to target audiences using demographic analytics

ALPHA CHI OMEGA FRATERNITY

VP Public Relations & Marketing

EVANSTON, IL
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

STITCH MAGAZINE

Director of Events

NORTHWESTERN UNIVERSITY
March 2017 – November 2017

- Planned and executed launch parties, fundraisers, and marketing events reaching campus audience of 10,000 students