

MB MADISON BLANCHARD



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ACCOMPLISHMENTS

- **Managed project plan for reinvigoration of 23 top-filled job descriptions**, coordinating with cross-functional team members to remain on-deadline / Express Scripts
- **Led social media influencer program**, defining key influencer metrics and vetting leads / MSLGROUP
- **Managed project timelines** and monitored media for campaign launches across consumer, CSR and corporate communications clients / MSLGROUP
- Implemented digital loyalty program, **generating 1,000+ leads** / Whiskey Thief Tavern
- **Coordinated paid social media and external event coverage** on behalf of sales team clients / St. Louis Magazine
- Assisted the events director in planning and executing **four events with 600 - 1,200 attendees** / St. Louis Magazine

PROFESSIONAL EXPERIENCE

EMPLOYMENT BRANDING INTERN / Express Scripts
St. Louis, MO / June - September 2018

Supported social media and editorial strategies that create a positive candidate experience for both current and future employees.

PUBLIC RELATIONS INTERN / MSLGROUP
Chicago, IL / April - June 2018

Supported communications and social media strategy across consumer, corporate social responsibility, and corporate communications clients.

MARKETING INTERN / Whiskey Thief Tavern
Evanston, IL / October 2017 - June 2018

Coordinated and planned restaurant marketing programs, publicity efforts and email campaigns.

MARKETING & EVENTS INTERN / St. Louis Magazine
St. Louis, MO / June - September 2017

Assisted in designing, coordinating, and presenting digital + print marketing programs, publicity efforts and advertising campaigns.

SOCIAL MEDIA MANAGER / Made for Freedom
St. Louis, MO / March 2017 - Present

Oversee content creation and coordination across ethical fashion company social media channels.

FOUNDER & EDITOR / Me, My Lips & Eyes
St. Louis, MO / October 2015 - Present

Create and curate content for lifestyle blog and accompanying Instagram.

SKILLS

MEDIA MANAGEMENT

Cision
Critical Mention
TrendKite
Hootsuite
WordPress
Squarespace

CREATIVE

Digital Photography + Videography
Adobe Creative Cloud
Graphic Design
Copywriting
Blogging

SOCIAL MEDIA

Instagram
Facebook
Twitter
Snapchat
LinkedIn

EDUCATION

NORTHWESTERN UNIVERSITY

December 2018
BS Journalism
Business Institutions Minor
Integrated Marketing Certificate

RELEVANT COURSES

Consumer Insights
Research for Marketing Communications
Marketing Strategy
Marketing Management
Leadership in Organizations
Digital, Social and Mobile Marketing
Strategic Communications