

MADELEINE BARTON

Marketing and Public Relations

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SKILLS

- Proficient in Adobe InDesign, Adobe Illustrator, Adobe Lightroom, Canva, Microsoft Office, Excel, Wordpress
- Ability to Research and Appeal to Markets and Audiences
- Media Relations
- Social Media Analytics & Strategy
- Content Creation
- Brand Messaging
- Influencer Outreach

EDUCATION

Baylor University

2021- 2025

Major: Journalism

Public Relations Concentration

Minor: English

CEA Florence Center

Fall 2023 Study Abroad

Social Sciences and Cultural Studies

INVOLVEMENT

Delta Delta Delta

2021- 2025

Photography Chair, PR Team Member

Baylor Student Foundation

2024-2025

PR Committee Member

PROFESSIONAL EXPERIENCE

Hotel Herringbone

August 2024 - February 2025

MARKETING INTERN

- Managed public image and brand narrative
- Executed and planned events
- Collaborated with local influencers
- Content creation for four different brands within the hotel
- Meta Advertising for different stakeholders

The Carlson Law Firm

Summer 2024

MARKETING INTERN

- Planned and executed community-centered events through collaboration with multiple businesses
- Created and distributed both digital and traditional forms of marketing media -- including website building, outdoor signage, social media, blog posts, business cards, radio spots, and more
- Learned practical ways to reach specific target audiences for 19 different firm locations

Red Herring Restaurant

April 2024 - April 2025

HOST

- Worked with hospitality team that eventually lead to a future marketing internship in 2024

Laity Lodge Youth Camp

Summer 2023

ROUND UP DIRECTOR

- Organized and facilitated nightly events hosting 250 people
- Worked in audio-visual for events daily