

MADELEINE BARTON

Public Relations and Journalism Student

CONTACT

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 Waco, Texas

EDUCATION

Baylor University (Senior)

2021- Present

Journalism Major

Public Relations Concentration

English Minor

CEA Florence Center

Fall 2023 Study Abroad

Social Sciences and Cultural
Studies

SKILLS

- Proficient in Adobe InDesign, Adobe Illustrator, Adobe Lightroom, Canva, Microsoft Office, Excel
- Ability to Research and Appeal to Markets and Audiences
- Team-Player
- Organized and Competent
- Fast Learner

MY PORTFOLIO

 madeleinebarton.com

WORK EXPERIENCE

MARKETING INTERN

Hotel Herringbone

August 2024 - Present

- Experience in designing on-brand graphics for various businesses within the hotel, working in Meta Advertising for hotel and restaurant based on different stakeholders, creating influencer connections, event planning, on-brand content creation

HOST

Red Herring Restaurant

April 2024 - Present

MARKETING INTERN

The Carlson Law Firm

Summer 2024

- Planned, 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
- Planned and executed community-centered events through collaboration with multiple businesses
- Learned practical ways to reach specific target audiences for 19 different firm locations

ROUND UP DIRECTOR

Laity Lodge Youth Camp

Summer 2023

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

ASSISTANT

Especially Yours Flowers

Summer 2020