

Madison M. Vale

Rockland County, NY

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PR & Media Focus

Aspiring Public Relations professional with a focus on advertising and social media marketing. Experienced in content creation, brand visibility enhancement, and executing creativity in the workplace. Seeking an opportunity to contribute creativity and strategic thinking to a dynamic marketing or PR team.

Education

University of Rhode Island | *Kingston, RI*

Bachelor of Arts in Public Relations (*Expected May 2027*)

- Relevant Coursework: *PRS 340, COM 381, PRS 200, COM 221*

- Honors and Achievements: University Scholarship, Dean's List (*Fall 2024*)

Experience

Event Administrator

Sparkle Up Parties | *Rockland County, NY* | 10/2019 - 8/2024

- Maintained seamless event setup and breakdown, ensuring an enjoyable and elegant experience for clients.
- Hands-on experience in party decoration, organization, and client interaction while maintaining professionalism under pressure.
- Increased social media engagement, expanded collaborations with social media influencers, and helped establish service locations in Manhattan, the Hamptons, and Florida.

Social Media Coordinator

Massage Envy | *Westwood, NJ* | 06/2022 - Present

- Developed creative campaigns to enhance brand awareness and client interaction.
- Established engagement with industry leaders such as PCA Skin Research and Jan Marini Skin, strengthening brand credibility and market reach.

Communications & Social Media Administrator

University of Rhode Island Dining | *Kingston, RI* | 01/2024 - Present (*Seasonal*)

- Utilized graphic design tools to create promotional content for URI dining halls.
- Managed and produced engaging content across TikTok, Facebook, Instagram, and X, targeting students, faculty, and prospective families.
- Assisted in organizing dining-related events with corporate partners, including Grubhub and Insomnia Cookies.

Skills

- Adobe Creative Suite (*Photoshop, Illustrator, InDesign*)
- Canva, Business Meta Suite
- Social Media Marketing & Strategy
- Graphic Design & Branding

Projects & Freelance Work

- **Website Design:** Developed multiple websites for local businesses (*construction, self-care, and investor relations industries*) using GoDaddy.

- **Social Media Marketing:** Manage three social media accounts for local companies, creating daily graphics and engagement-driven content.

Certifications

- OSHA Education Certification | 2024

Activities & Leadership

Summer 2024 Internship | The Waypoint Refinery

- Designed a website for the company.
- Participated in a podcast discussing PR in stock and investor relations.
- Expanded knowledge of public relations strategies in financial communications.