

Madelyn Vogt

madelyn.vogt@drake.edu 

Advertising, marketing and graphic design student who approaches tasks enthusiastically, critically and creatively to meet and surpass goals.

EDUCATION

Drake University [Des Moines, Iowa]

Expected graduation: May 2018

B.A. in Journalism
and Mass Communication
major in advertising, marketing and
graphic design minors

Lorenzo de' Medici [Florence, Italy]

Semester Abroad, Fall 2016

Studied, Italian, fashion marketing,
drawing, history, food and culture

SKILLS

Advertising principles

Design concepts

Adobe InDesign, Illustrator, Photoshop

Marketing strategies

Effective communication

Integrated Marketing Communications

MS Word, Excel, and PowerPoint

ADDITIONAL TRAINING

Emerging Leader's Model – Fall 2014

Project Bulldog – Spring 2016

ORGANIZATION & PHILANTHROPY

Alpha Phi Chapter

Drake AD-Vantage

American Marketing Association

Drake College Republicans

American Heart Association

EXPERIENCE

Global Communications Intern [Drake University]

September 2015 – present

- Collaborate with a Drake University faculty member
- Create promotional pieces to market global communications
- Increase campus engagement
- Provide event information to Drake students and faculty

Social Media Intern [Hotel Winneshiek, Decorah, Iowa]

June 2015 – October 2015

June 2016 – August 2016

- Implemented social media strategies
- Recorded weekly engagement, impressions, reach, likes and followers
- Increased net followers on Facebook, Twitter, Instagram and Pinterest
- Assisted creation of a social media plan
- Met and surpassed goals
- Monitored social media presence
- Designed creative pieces for posting

Web Content Writer [Winneshiek County Visitors Bureau, Decorah, Iowa]

January 2016

- Produce written content for the website
- Configure itineraries for prospective visitors
- Gather locals' opinions and articles on aspects of Decorah
- Review and edit published information

Promotional Design [Drake University, School of Journalism and Mass Communication]

August 2015 – May 2016

- Team with event coordinator to obtain information
- Develop promotional posters for various events
- Distribute posters on campus