

MADELYN VOGT

ADVERTISING,
MARKETING &
GRAPHIC DESIGN

CONTACT

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EDUCATION

Drake University – Des Moines, Iowa

Expected graduation: May 2018

B.A. in Journalism and Mass
Communication

advertising major

marketing and graphic design minors

Lorenzo de' Medici – Florence, Italy

Semester Abroad, Fall 2016

LEADERSHIP AND INVOLVEMENT

Drake American Marketing Association

Vice President, 2017-2018

Drake Advertising Club

President, 2017-2018

Alpha Phi Chapter

Recruitment Captain, 2017

philanthropy donations committee, 2015

Student Alumni Association

American Heart Association / volunteer

Summer Feeding Program / volunteer

SKILLS

Adobe Creative Suite

Social Media Marketing

Google Analytics

Effective Communication

Communications Strategy

Integrated Marketing Communications

MS Word, Excel, and PowerPoint

EXPERIENCE

Rabbit Intern – broadhead, Minneapolis, MN

June 2017 - August 2017

- Researched trends in various categories for multiple clients
- Assisted strategic leads to compile data and research
- Created trend posters
- Analyzed interviews to develop key insights
- Store visit for interviews to understand a client's customers and employees

Social Media & Marketing Intern – Hotel Winneshiek, Decorah, IA

June 2015 - October 2015

June 2016 - August 2016

- Scheduled weekly posts for social media accounts
- Recorded weekly post statistics
- Increased net followers on each social media account
- Assisted creation of a social media plan
- Designed marketing collateral
- Used photography and videography skills

Promotional Design – Drake University, School of Journalism and Mass Communication

August 2015 - May 2016

Global Communications Intern – Drake University

September 2015 - May 2016

Web Copywriter – Winneshiek County Visitors Bureau

January 2016

ADDITIONAL EXPERIENCE

Senior Advertising Capstone

Spring 2017 - Lead Designer

Last semester, created a year-long campaign for a client, The National Pork Board. Developed strategy and designed all material for the campaign. Compiled research, strategy and tactics into an organized book to give to the client at the pitch.

AMA Project Bulldog, Coca-Cola

Project Co-Leader, 2017-2018

Spring 2016 & Spring 2017 - Strategy and Design

Tasked with creating a cohesive Integrated Marketing Communications plan for the client, Coca-Cola. Used IMC strategies and objectives for promotional material. Designed tactic mock-ups to show the client at the pitch. 2016 was 8 oz. glass Coke bottles, 2017 was Dasani Sparkling and this year is a new Diet Coke product.

AWARDS

Drake University Dean's List

Spring 2014, Fall 2015, Spring 2016, Spring 2017

Presidential Scholarship

Bulldog Scholarship