

MADELYN VOGT

ADVERTISING,
MARKETING &
GRAPHIC DESIGN

CONTACT

██████████
madelyn.vogt@drake.edu
██

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
Concise Communication
Communications Strategy
Integrated Marketing Communications
MS Word, Excel, and PowerPoint

EXPERIENCE

Marketing Intern – McGowen, Hurst, Clark & Smith, Des Moines, IA
October 2017 - present

- Design print and digital marketing collateral to increase awareness and brand recognition
- Perform an annual update for the firm's client database
- Assist in the organization of spending and budget documents
- Communicate with printing and apparel company representatives to place firm orders

Logo Design – Polk County Women Attorneys, Des Moines, IA
September 2017

- Researched the client's background and previous logos
- Conceptualized their mission into a thoughtful design
- Collaborated with the client and developed their current logo

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

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

Strategy and Design Team, Spring 2016 & Spring 2017

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, Fall 2017

Presidential Scholarship

Bulldog Scholarship