

# MADELINE PARKER

## DIGITAL-MEDIA MARKETING AND PUBLIC RELATIONS

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### CONTACT

#### EMAIL

madelineparkerpr@gmail.com

#### LOCATION

Athens, GA

### SKILLS

- Canva
- Google Drive
- Adobe Software
- Leadership
- Time Management
- Project Management

### ACHIEVEMENTS

- 8 Years of Volunteer Work for The George Center/ Perfect Harmony Health
- Dean's List and President's List
- Grady College Transfer Student Ambassador
- Event Planning Committee Member of UGA PRSSA
- Graduated Cum Laude

### JOB EXPERIENCE

#### The Pink Dragon Principals

##### Social Media Marketing Strategist

Developed and executed social media campaigns that amplified the transformative message of The Pink Dragon Principle's book, engaging diverse audiences through interactive content and community-driven storytelling.

#### The Powerful Project

##### Public Relations/Social Media Marketing Intern

Tasked with creating and posting engaging video content for a kindness-based series three times a week, managing different social media platforms, and drafting outreach emails to potential partners. Also attending meetings with collaborators, taking notes, and developing different tactics to drive donations and increase followers.

#### Alpha Psi Omega

##### Event Coordinator

Coordinated recruitment efforts, plan monthly events, including one large-scale event and a smaller-scale event for members only, and organized end-of-semester banquets with a venue, catering, music, and decorations. Facilitate group activities and games to foster a sense of community and belonging among members.

#### Taffer's Tavern, Lagaurde, Suite 200, Six Bridges Brewing, Event Bartender

Server/Bartender  
Maintained the highest standards of food and beverage quality, guest service, cost control, and consistency per restaurant/event expectations. Gained excellent communication skills and maintained an upbeat demeanor during every interaction with guests. Made use of personal extroversion, attentiveness, friendliness, and hospitality.

#### The Extrovert Marketing Agency

##### Social Media Marketing Intern

Designed and executed emotionally resonant, multi-platform social media campaigns that amplify a wide variety of clients' stories, spark community engagement, and drive measurable brand growth.

#### Tavern Arts Productions LLC

##### Brand Developer

Developed the brand identity and voice for a theatrical construction business, overseeing the selection of color palettes, logo design, and the creation of compelling brand narratives. Ensured a cohesive and visually impactful brand presence tailored to theatre and film industry professionals across Georgia.

#### Georgia College Theatre Department Assistant

Fulfilled all of the day-to-day administrative tasks for the theatre office. Made numerous copies, Google forms, completed the widespread organization of the office, communicated with potential new students, handled ticket sale inquiries, and managed the online public image of the department through social media.

#### The Fresh Market

##### Center Store

Managed daily operations of the center store in a fresh market environment, ensuring shelves were stocked, organized, and visually appealing. Provided exceptional customer service, assisted with product inquiries, and maintained inventory accuracy while adhering to health and safety standards.

### EDUCATION

#### The Grady College of Mass Communication and Journalism, University of Georgia

Spring 2025  
AB in Public Relations

#### Milton High School

Spring 2021  
High School Degree