

MADALYN HOWARD

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PROFESSIONAL EXPERIENCE

- June 2022 – June 2023 Communications Intern, *the10company*
- Conducted interviews to write engaging press releases, narratives, and social media posts for clients in media, healthcare, and insurance industries
 - Identified reporters to curate relevant media lists and performed media outreach, earning placements in national digital publications such as Business Insider
 - Collaborated with principals to draft long-term executive coaching materials on public speaking and female leadership
- June – July 2019 Freelance Writer, *Domtar*
- Contributed timely content for internal print and digital publications covering the pulp and paper industry
 - Interviewed and conducted research to develop long-form articles on social media analytics and governmental relations

LEADERSHIP EXPERIENCE

- August 2019 – May 2023 Chief Copyeditor and Multimedia Journalist, *Elon News Network*
- Coordinated seven-member editing team to ensure the accuracy and clarity of all content published daily online and weekly in print
 - Reported breaking news, politics, and lifestyle, including ENN's eighth-most viewed story of all time with over 30,000 pageviews
 - Led fast-paced newspaper production to meet strict publication deadlines weekly
 - Crafted SEO-friendly headlines and pitches informed by website analytics
- May 2020 – August 2021 Seasonal Lead Barista, *Dunkin'*
- Learned every menu preparation to control crowds with efficient service
 - Maintained store professionalism and customer loyalty during COVID-19 shutdown
 - Instructed new hires with positive reinforcement and respectful coaching

SKILLS

Technical:

Microsoft Excel, Tableau, R, HTML and CSS, YouTube Analytics, Adobe Photoshop and InDesign

Communications:

AP Style, Cision, RocketReach, Nutshell CRM, Canva, Trello, Slack

Certifications:

- Google Analytics 4
- Hootsuite Social Marketing
- SEMrush GA4 for SEO & SEO Principals
- Brandwatch Consumer Research Foundations
- HubSpot Academy SEO

EDUCATION

Elon University, Elon, NC

May 2023: Bachelor of Arts in Media Analytics, Journalism

Honors: magna cum laude, Presidential Scholar, President's List for seven semesters