



## Madeline Hecht

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480.459.1555 | 1311 E 720 N Provo, UT

High-energy leader ready to start her career journey. Package includes: motivation, commitment, experience, and professionalism.

### Experience



#### PUBLIC RELATIONS SPECIALIST

##### INTERMOUNTAIN HEALTHCARE | Orem, UT

Intermountain Healthcare is an internationally recognized nonprofit Medical Group.

- **Managed all social media outlets including Facebook and Twitter, while acquiring more fans to increase community outreach**
- Co-chaired a non-profit marathon and 5k event for 2000+ participants
- Prepared and pitched news releases to increase community awareness
- Created collateral materials and signage using InDesign, PowerPoint, Excel, and Word

#### STUDENT PR SPECIALIST

##### RUNNING WITH ANGELS | Orem, UT

Running with Angels is a non-profit giving foundation based out of Utah Valley.

- Planned and implemented strategies for 1200 participants
- Responsibility: Strategize, write, implement, and present to clients
- Work Produced/ Producing in Remainder of Class:
  - Media advisory
  - Pitch Packet, including
    - 1) Full, SEO (search-engine-optimized) online news release
    - 2) Fact sheet/backgrounder
    - 3) Pitch script
    - 4) Designed twitter feed for event**
  - Public Service Announcement (PSA)
  - Hard-copy tri-fold brochure
  - Produced blog for web-site**
  - Creation of Online Newsroom

#### STAFF REPORTER

##### THE DAILY UNIVERSE | Provo, UT

The Daily Universe is a BYU Student Publication with a circulation of 18,500 and online edition. It has awarded first place for general excellence by the National Newspaper Association in 2011.

- Responsibility: Interview, compile information and write for The Sports Beat.
- The Sports Beat included BYU sports, professional Utah sports and national sports news.
- Published over 20 stories implementing AP and inverted pyramid style under strict deadline.
- Interviewed athletes, and participated in conference calls, such as an ESPN call with such athletes as Charles Barkley, Michael Jordan and