

MADISON P. HOLDERNESS

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Objective:

Eager, motivated professional seeking the Marketing & Events Coordinator role with ABC World, Inc. Strong passion for helping businesses grow through implementing skills in organization, written communication, innovation, and leadership.

Education

Bachelor of Arts in Communication

Oakland University, Rochester, MI

May 20XX

GPA of 3.7

- Minor in Business
- Association for Women in Communications
- Oakland University Speech Team Member

Relevant Experience

Marketing & Development Intern

May 20XX-Present

BizWorld International, Detroit, MI

- Formulate, direct and coordinate marketing activities to promote products and services of the business using social media platforms including Instagram and Facebook
- Consistently collaborate with and visit offices, newspapers, and magazines to build and promote the brand of the company within the surrounding community
- Coordinate and participate in promotional activities and events through sponsorships to effectively market products and services
- Spearheaded the annual *Biz in The D* event, including all pre-planning and coordination with fellow corporations and sponsors, resulting in over \$1,000 worth of donations and raffle prizes

Organizational Events Director

September 20XX-Present

Oakland University Student Congress

- Plan and implement all campus social activities, including the annual *Spring Fling* and *Halloween ScareFest*, exceeding the goal of over 150 attendees each
- Manage staffing, catering, decorations, site selection, transportation, pictures and entertainment
- Oversee an event budget of over \$5,000 and delegate tasks to a team of 6 fellow students
- Promote campus events through regular activity on Snapchat and Instagram, growing followership by 8% in the Fall 20XX semester

Sisterhood Coordinator

September 20XX-Present

Alpha Delta Pi Sorority at OU

- Plan weekly social events for the sorority, building group unity and enhancing collaboration
- Organize and implement a senior sendoff dinner ceremony and an overnight sisterhood retreat with 70+ attendees

Additional Experience

Guest Services Representative

September 20XX-August 20XX

Holiday Inn, Auburn Hills, MI

- Supported sales, customer service and operations to facilitate grand opening of a new hotel
- Trained three new customer service representatives at the property, using strong verbal communication skills
- Provided outstanding guest service, resulting in improved KPIs and increased annual sales of 10%

Additional Skills

Social Media: Instagram, Facebook, Twitter
Microsoft Word, Excel, and PowerPoint

Google and Windows Applications
Adobe InDesign & Photoshop