

# Madison Phelps

Social Media & Digital Communications student assisting companies in building a strong online presence through curated content and professional writing.



336-862-0820



madisonphelps17@yahoo.com



High Point, NC



LinkedIn: <https://www.linkedin.com/in/madisongphelps/>

Medium: <https://medium.com/@madisonphelps>

Versatile college student with a passion for driving impactful social media strategies to elevate brand presence and engagement. Proficient in crafting compelling content tailored to diverse audiences, utilizing strong writing skills and storytelling expertise to captivate and inspire. A collaborative team member, adept at fostering strong relationships and leveraging collective strengths to achieve shared goals. Committed to utilizing technology and creativity to foster meaningful connections and elevate brand narratives in the digital realm while pursuing academic excellence.

## EDUCATION

August 2021-May 2025

### HIGH POINT UNIVERSITY

B.A. in Social Media and Digital Communications  
Concentration in English

August 2017-May 2021

### WESLEYAN CHRISTIAN ACADEMY

Graduated with Honors

## SKILLS

Strategic Social Media Planning and Implementation

Content Creation and Storytelling

Community Engagement and Relationship Building

Strong Writing and Communication Skills

Creative Problem-Solving and Innovation

Photography & Videography Experience

Adobe Creative Suite

## PROFESSIONAL EXPERIENCE

### Administrative Assistant

Clay Realty Co., May 2023-August 2023

Enhanced operational efficiency by efficiently managing bill payments and ensuring timely processing, contributing to seamless financial operations at Clay Realty Co.

Collaborated effectively with businesses, tenants, and senior management to facilitate smooth communication channels and build strong relationships, fostering a positive and professional image for the company.

Demonstrated adaptability and a proactive approach by quickly mastering AppFolio software, streamlining data management processes, and contributing to increased productivity within the organization.

Maintained accurate records of financial transactions by meticulously logging bills and invoices, ensuring compliance with accounting standards and providing reliable data for financial reporting and analysis.

## CERTIFICATES

### Stukent Social Media Simternship

Completed a Stukent Simternship in social media marketing simulation, gaining hands-on experience in managing social media campaigns for fictional businesses. Developed and executed strategic marketing plans, created engaging content, analyzed campaign performance metrics, and made data-driven decisions. Demonstrated proficiency in content creation, strategic thinking, analytics, and adaptability, preparing for roles in digital marketing and communications.