



MADELINE CHRISTENSEN



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madelinextensen.com

EXPERIENCE

ATASCOCITA UNITED METHODIST CHURCH

DIRECTOR OF COMMUNICATIONS | 2017-PRESENT

Provide leadership for internal and external communications to ensure consistency of message and brand. A few achievements:

- Design graphics, write and schedule social media content.
- Plan, produce, and promoted a digital/print campaign for debt elimination, which raised over \$1 million.
- Redesign and manage website via WordPress, which averages about 3,000 visitors per month.
- Design weekly email marketing campaigns, which average a 55% open rate.

FREELANCE

PRINT, GRAPHIC & WEB DESIGN | 2018-PRESENT

Work with various non-profits to layout and design print material, graphic designs, and web design. Some of my work includes:

- Creating newsletters for digital and print disseminations to approx. 5,000 members of the Texas Annual Conference.
- Creating a logo for a United Methodist Church.

SHARPSHOOTERS VIDEO PRODUCTION

VIDEOGRAPHER/EDITOR | 2015-2018

Lead team members in production of live events such as dance recitals and competitions, graduations and more. Set up and filmed over 50 live events with professional video equipment and editing into DVD format.

EDUCATION

KOREA UNIVERSITY

2016 | Communication and Media Studies

UNIVERSITY OF TEXAS AT AUSTIN

2013-2017 | B.S. Radio-Television-Film

HARD SKILLS

Wireframing
Prototyping
User Flows
Web Design
Basic HTML/CSS
User Testing

SOFT SKILLS

Communication
Time Management
Organizational
Adaptability
Responsibility
Self-Motivated
Desire to Learn
Management

TOOLS

Adobe XD
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Premiere
WordPress
PTZOptics

CERTIFICATIONS

HUBSPOT ACADEMY

2019 | Email Marketing
2019 | Inbound Marketing
2021 | Social Media Marketing

CAREERFOUNDRY

2021 | UX Design Certification