



MADISON WELKER

LEHIGH UNIVERSITY | JOURNALISM/COMMUNICATIONS
(MINORS: BUSINESS, MARKETING, ENTREPRENEURSHIP)

OBJECTIVE

Seeking a challenging internship in marketing, advertising, or digital fields – interested in taking my early established love for technology to the real world.

SKILLS

Mastery of Microsoft Office (PowerPoint, Word, Excel), sales platforms (MediaRadars, Salesforce), and design platforms (InDesign, Final Cut Pro). Skilled in writing, public speaking, social media outlets, research, interpersonal skills (motivation, organization, time management, communication, teamwork)

VOLUNTEER EXPERIENCE AND LEADERSHIP

- Edgemont HS Varsity Soccer & Lacrosse Captain
- Model United Nations Head Delegate
- Edgemont Athletics Leadership Club: Founder and Treasurer (2013), Vice President (2014), President (2015)
- Putney Service Trip (6 weeks): Nyamata, Rwanda: Taught English at local high school

EXPERIENCE

SALES/MARKETING INTERN • COSMOPOLITAN MAGAZINE • SUMMER 2016

- Proposed ways to further the brand through offering ideas on new technologies that would propel print into the future
- Offered Millennial consumer perspective during weekly sales and marketing team meetings, presenting unique marketing strategies incorporating both print and digital

INTERNATIONAL SALES INTERN • STUART WEITZMAN • SUMMER 2015

- Worked to oversee international success through monitoring buyer's interests in competitors
- Compiled information on buyers' past season purchases and presented to the Senior Director of Sales on each company's buying trends to aid her choices during meetings

PUBLIC RELATIONS INTERN • LAZAR PARTNERS • FALL-SUMMER 2014/5

- Worked with clients directly to update them on newsworthy trends and competitive overviews through monitoring digital spaces
- Proposed ways to keep the companies updated on public reactions to products through offering new app technologies and automatic email notifications

SOCIAL MEDIA INTERN • DR. OZ: THE GOOD LIFE MAGAZINE • SUMMER 2014

- Conducted research and developed programs to connect the brand to an audience beyond Dr.Oz's current one through social media platforms, increasing digital marketing

EDUCATION

BACHELOR IN ARTS AND SCIENCES • MAY 2019 • LEHIGH UNIVERSITY

- Associate Lifestyle Editor, The Brown and White
- Association of Student Alumni, creates opportunities for students and alumni to meet and discuss opportunities
- Lehigh Liners, student ambassador to call alumni, parents to gain support for Lehigh
- Gamma Phi Beta – Sorority Executive Board: Philanthropy Chair



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Madison Welker

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I am sophomore at Lehigh University with a major in journalism/communications and a triple minor in business, entrepreneurship and marketing. Interested in the changing world of media consumption, I declared with three minors to be ready for anything that comes my way as technology shifts along with consumer's needs.

It's an exciting time in media and I believe the future is very much about being entrepreneurial in your approach - finding new and innovative ways to connect with your audience. From the way a product is marketed to how we get our news and entertainment, digital media is taking over and I'm definitely looking to play a part in its takeover.

I am interested in gaining experience where creative and innovative ideas meet a genuine enthusiasm that would allow me to apply classroom knowledge in a work environment. What I've learned throughout my various internships is that giving people a reason to view your content or use your product over others is very important. Branding is key but without having a unique voice, a product will have no appeal to the public. In working alongside Cosmopolitan Magazine's marketing team this past summer, I was involved in brainstorming where, as an intern, I was creating strategies on how to further Cosmo as a brand by building upon their unique voice both in print and digital.

As I am very interested in the ever-changing communications industry, I am seeking internship opportunities in marketing and advertising or at a digital media company/sector of a company. It's no secret that digital is at the front of the industry and I'm looking to be a part of the revolution — attached is my resume for your reference.

Sincerely,

Madison Welker