
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. Given the rapidly changing media landscape and the multitude of ways audiences connect with content today, I decided to declare a combination of minors.

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 through multiple channels. I am interested in gaining experience where creative and initiative ideas meet a genuine enthusiasm that would allow me to apply classroom knowledge in a work environment. The experience I've had at various internships working with big media platforms, major fashion companies and smaller public relations advisory firm, I have valuable experience and understanding of how to contribute to an organization as an intern.

As I am very interested in the ever-changing the communications industry, I am seeking experience in the marketing and advertising field in hopes to be a part of this digital revolution – attached is my resume for your reference.

Sincerely,

Madison Welker