

MADISON BRENNAN

CONTACT

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EDUCATION

The University of Alabama
Tuscaloosa, AL
August 2015 to May 2019

Bachelor of Arts Communication
Major: Public Relations
Minor: Communications Studies
• Deans List Fall 2018
• Deans List Spring 2019
Final GPA: 3.2

SKILLS

Adobe Creative Cloud • AP style
writing • Wordpress • Cision • Microsoft
Office • Strong knowledge and usage with all
social media platforms.

AFFILIATIONS

Delta Gamma Fraternity
PRSSA
PRCA : Public Relations Council of
Alabama

EXPERIENCE

Public Relations and Social Media Specialist, Sodexo

Sodexo North America is a global, Fortune 500 company with presence in 72 countries. It is a leading provider in integrated food and facilities management services.

GAITHERSBURG, MD • MAY 2019 - PRESENT

Used Sprout Social to schedule social media posts on all platforms at optimal times • Oversaw social media metrics for Sodexo USA and Canada • Created analysis for monthly social media campaigns • Compiled "Daily Clips Report" of Sodexo headlines in the news for CEO level employees • Oversaw social media community management • Inbox triage and response for HR inbox • Write press releases • Pitch stories to local newspapers and trade magazines • Photo asset management.

Public Relations Intern, Sodexo

GAITHERSBURG, MD • SUMMER 2018

Supported strategic storytelling efforts that enhanced the Sodexo brand, contributed to new business development and client retention • Helped to draft a variety of documents including media advisories, press releases, media pitches, statements, fact sheets, one-pagers, blogs, and infographics • Pitched Stop Hunger Foundation Scholarship recipient stories to local publications in Georgia, generating results with the Gwinnett Daily Post • Pitched Stop Hunger Foundation Scholarship recipient stories to local publications in Michigan, generating results with the Huron Daily Tribune • Updated Fact Sheets which overviewed Sodexo's accounts in all U.S. cities • Created Fact Sheets which overviewed Sodexo's key players within the company and work they do

Campus Campaign Manager, The Black Sheep

The Black Sheep is one of the nation's largest marketing companies helping startups, student housing and national brands reach college students in authentic ways.

TUSCALOOSA, ALABAMA • JANUARY 2019 - MAY 2019

Oversaw Tuscaloosa marketing and advertising efforts • Met with local companies discussing marketing goals • Targeted college aged demographics to increase awareness for Tuscaloosa companies.