

Madison Swain

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EDUCATION

University of North Carolina at Chapel Hill

B.S. in Information Science

B.A. in Media and Journalism – Advertising and Public Relations

Certificate in Business Communication

Chapel Hill, North Carolina

Expected Graduation: May 2026

Major GPA: 3.8 / 4.0

EXPERIENCE

MetLife, Global Procurement Analyst Intern

Jun 2024 – Aug 2024

- Led the redesign and re-launch of a stakeholder-focused Global Procurement website, using Canva and Microsoft Whiteboard to enhance UI/UX and reduce clicks by 40% for 45,000+ users.
- Developed advanced self-help resources and optimized FAQ chatbot for streamlined order processing.
- Conducted tail spend analysis and audited 1000+ supplier contracts, advising on preferred suppliers and recommending best practices to optimize spend and ensure data integrity.

U.S. Department of State – Veteran’s Affairs, Metrics Analyst Intern

Sept 2023 – May 2024

- Collected and analyzed performance data for the Digital Media Engagement team, identifying trends to drive decisions and optimize reporting.
- Created data visualizations and presentations, communicating strategies to boost operational efficiency.
- Developed and maintained a cross-departmental database to track and monitor performance metrics for 200+ employees, producing reports that increased team effectiveness.

LEADERSHIP & INVOLVEMENT

App Team Carolina, Product Marketing Manager, UI/UX Design Team Member

Aug 2024 – Present

- Lead go-to-market strategies, driving promotion of app features through digital channels, social media, and direct outreach to maximize user download rates.
- Designed visually appealing and user-friendly wireframes, prototypes, and interactive mockups using Figma, enhancing the user experience for target audiences.

The Daily Tar Heel, Audience Engagement Staffer

Aug 2024 – Present

- Created and managed social media campaigns, utilizing platforms like Instagram, Twitter, and Facebook to promote articles and engage with 135,000+ monthly readers.
- Produced engaging multimedia content, including video clips, polls, and graphics to drive online reader interaction.

Pearl Hacks, Media and Publicity Committee Member

Aug 2024 – Present

- Designed digital content using Canva, including graphics, banners, and posts to engage participants and sponsors, promoting a women-in-tech hackathon.
- Captured high-quality photo and videos to document events and enhance social media presence across digital platforms.

Coulture Magazine, Copyeditor, Outreach Committee Member

Aug 2024 – Present

- Managed strategic partnerships and communications with campus organizations and sponsors for student-led fashion magazine.
- Proofread and edited print and digital articles, ensuring accuracy, clarity and consistency with AP Style guidelines.

Build the Hill, Business Analyst

Sept 2023 – Present

- Analyzed and collected data to provide detailed, metrics-driven consulting recommendations to enhance small business growth.
- Developed a client database by documenting and organizing micro-loan programs, facilitating the funding of business initiatives.

Other Affiliations: INROADS, Busi-Tech, Carolina Women in Business, UNC Model European Nations

PROFESSIONAL DEVELOPMENT

Virtual Conference Attendee, The Grace Hopper Celebration

Oct 2024

- Sponsored to participate in the GHC with other female-identifying student leaders in the technology and digital space.

SKILLS

Creative Tools: HTML/CSS, UI/UX Design, Adobe (Illustrator, Premier Pro), WordPress, Final Cut Pro, Figma

Data Analysis and Visualization: Excel, Python, R, RStudio, PowerBI, QGIS, Ariba, Google Analytics

Relevant Coursework: Digital Storytelling, Media Management & Policy, Writing in Business, Business Communications, Statistical Foundations, Data Models and Inference, Decision Analytics