

Madeline Huntley

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EDUCATION

B.B.A Marketing and B.A Journalism and Mass Communications

Anticipated Diploma May 2022

The University of Iowa, Iowa City, IA

INTERNSHIP EXPERIENCE

Corporate Communications Intern

May 2021-Present

Athene USA Corporation – West Des Moines

- Collected and summarized news surrounding company, industry and competitors and communicated to relevant stakeholders
- Researched and presented local media public relations action plan to generate earned media
- Led promotional plan to share stories of 2021 intern class to bolster 2022 recruitment and communicate culture at Athene
- Collaborated with interns on a summer long commercial project

Marketing and Communications Intern

November 2017-May 2018, Summer 2020

UnityPoint Health – Des Moines

- Analyzed video interviews with providers, wrote copy for Facebook promotions and boosted ads to increase clinics volume
- Restructure medical residency webpages to increase traffic of target audience prior to program interviews
- Managed content calendar for hospital's Des Moines Region by hosting brainstorming sessions
- Contributed to weekly internal newsletter through articles and interviews of work being done within hospital

LEADERSHIP EXPERIENCE

Public Relations Director

March 2020-April 2021

University of Iowa Dance Marathon

- Carried out social media, website and blog strategic plans for the largest student organization on campus by maintaining organized calendar, engaging target audiences and collecting analytics
- Conducted two committees of 6 members each in creating content along with making editorial decisions
- Executed and created a systematic content planner through a national pandemic to effectively and efficiently communicate our mission and goal

Treasurer

January 2020-December 2020

University of Iowa - Chi Omega

- Oversaw and maintained \$150,000 account for sorority chapter during national pandemic
- Created fiscal year budget by analyzing fixed and variable costs along with communicating financial obligations to members
- Paid invoices for events, including dinners, formals and annual philanthropic events

WORK EXPERIENCE

Office Assistant

August 2018-Present

Iowa High School Press Association

- Communicated and marketed annual fall conference through website and newsletter to high school advisers and students
- Designed and created program and name badge for participants of conference
- Assisted in organization and creation of awards for various contests for over 900 students
- Updated website and send weekly newsletter with current and relevant information for target audience

COLLEGE ACTIVITIES

Selected as a member of the Fall 2020 brand engagement student cohort

August 2020

Dance Marathon participant, public relations committee (2019)

August 2018-Present

Chi Omega member, external blog chair (2018)

August 2018-Present

Stead Family Children's Hospital Volunteer

April 2020-April 2021

SOFTWARE & SOCIAL MEDIA SKILLS

Adobe InDesign, Adobe Spark, Adobe Acrobat

Social Media Platforms: Facebook, Twitter, Instagram, Snapchat

Search Engine Optimizing (SEO)