



# MADISSON PETERSON

## PUBLIC RELATIONS

### ABOUT

I am a skilled public relations and communications professional seeking employment in an in-house position with a company I am passionate about. I have sufficient experience in corporate communications, social media management, media relations, event planning, content creation, writing, community engagement and more. I believe my strong skill sets and passion for the work I do will make me a valuable asset to your team.

### PROFESSIONAL SKILLS

Media relations  
Social media management  
Marketing Strategy  
Web content marketing  
Press Releases  
Blogging  
Copywriting  
Design  
Microsoft programs  
Qualitative & quantitative research  
Strategic communication  
Community engagement  
Event planning & management

### PERSONAL SKILLS

Enthusiastic  
Passionate  
Reliable and professional  
Creative & Innovative  
Time management  
Team player  
Leadership  
Motivated & driven  
Detail-oriented


### CONTACT

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### SOCIAL

 [fb.me/maddy.peterson.77](https://fb.me/maddy.peterson.77)

 [@maddyarrienne](https://www.instagram.com/maddyarrienne)

 [@maddyarrienne2](https://twitter.com/maddyarrienne2)

 [www.linkedin.com/in/madissonpeterson](https://www.linkedin.com/in/madissonpeterson)

### WORK EXPERIENCE

#### OMG HOSPITALITY GROUP

Social Media Coordinator | November 2018 - Current

- Manages all social media platforms including Facebook, Instagram, Twitter and LinkedIn
- Creates and analyzes success of Facebook & Instagram Ads
- Coordinates local influencer collaborations & local partnerships with press outlets
- Creates new social media strategies to connect with target audiences
- Assists with internal communication of 800+ staff members

#### CREATE COMMON GOOD

Community Engagement Intern | Jan 2018 - July 2018

- Managed social media accounts, maximizing engagement
- Wrote and distributed press releases
- Planned events with innovative ways for the community to engage
- Assisted with event planning & execution

#### UNITED WAY OF TREASURE VALLEY

PR/Marketing Intern & Marketing Employee | May 2017 - Nov 2017

- Developed a social media strategy & managed Instagram accounts
- Designed multiple promotional materials, both digital and print
- Conceptualized relevant and timely blogs
- Grant writing
- Assisted with event planning for major fundraising events

### EDUCATION

BACHELOR OF ARTS, MAJOR IN COMMUNICATION  
CERTIFICATE IN PUBLIC RELATIONS

Boise State University | August 2013 - May 2018

### EXTRACURRICULARS

PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA  
Member | Jan 2017 - May 2018

PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA  
Director of Communication | Aug 2017 - December 2017

NATIONAL SOCIETY OF COLLEGIATE SCHOLARS  
Member | Aug 2013 - May 2018