

# MADISON SMITH

Digital Marketing and Content Creation

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## PROFESSIONAL SUMMARY

Media Communications graduate with a B.A. in Multimedia and a minor in Public Relations and Journalism. Experienced in social media strategy, content creation, marketing, and multimedia production. Strong background in digital branding, engagement growth, and cross-platform campaigns.

## EDUCATION

Point Loma Nazarene University  
*Aug. 2021 - May 2025*

### Bachelor of Arts in Media Communication

B.A. in Media Communications – Multimedia Emphasis  
Minor in Public Relations and Journalism  
Point Loma Nazarene University, San Diego, CA  
Graduated: May 2025

## WORK EXPERIENCE

Club Kokomo Spirits - San Diego, CA  
*Sept. 2024 - Present*

### Brand Ambassador

- Promoted brand through strategic social media efforts.
- Worked with marketing team to increase visibility and engagement.
- Host tasting events to promote products.

The Breadwinners Club - Remote  
*Sept. 2024- Present*

### Brand Ambassador

- Produced branded content and promoted products on TikTok and Instagram.
- Collaborated with creators to amplify brand messaging.
- Implemented creative campaign ideas to increase follower engagement.

The Beachwaver Co. - Remote  
*Aug. 2021 - April 2024*

### Brand Ambassador

- Produced TikTok and Instagram content for Beachwaver products.
- Fostered positive customer relations.
- Strengthened digital brand presence through consistent content.

Bluewater Boathouse - San Diego, CA  
*April 2024 - Jan. 2025*

### Hostess

- Managed reservations and seating.
- Supported team in delivering excellent guest experiences.
- Maintained an organized and welcoming environment.

## INTERNSHIPS

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Sports Media Co. - Remote  
Aug. 2024 - Jan. 2025

### Social Media Intern

- Created content for social media channels and assisted with campaign planning.
- Analyzed performance metrics to optimize engagement.
- Supported the digital team with live event coverage.

## SKILLS

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### Professional

Adobe Photoshop  
Adobe Premiere Pro  
iMovie  
Final Cut Pro  
Figma  
Canva  
Video Editing  
Film

### Personal

Leadership  
Communication Skills  
Time Management  
Organization  
Critical Thinking  
Team work

## AWARDS

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Point Loma Nazarene  
University  
2024

### Marketing Challenge Game Winner

- Partnered with professionals to explore trends.
- Designed branding elements using software.
- Reported event impact and performance.