

Madalyn Dunn

Marketing and Events Assistant

Broomfield, CO 80020
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- Leadership: Natural leader with demonstrated initiative, drive, and ability to manage multiple projects
 - Public Speaking: Comfortable and energized to speak before diverse groups
 - Event Coordination & Management: Experienced in planning and executing various styles of events
 - Customer Service: Provide exceptional and helpful assistance to visitors and customers
 - Conflict Resolution: Able to facilitate problem resolution among team members and engage in constructive and critical thinking to solve issues
 - Digital Marketing: Understanding and experience with social media marketing, creative branding, online marketing strategy, email marketing, and consumer insight
- Authorized to work in the US for any employer

WORK EXPERIENCE

Marketing and Events Assistant

Town of Duck - Duck, NC - 2016-09 - 2017-10

- Active on phone handling questions, concerns, and community development issues for residents, visitors, & contractors
- Recruited and coordinated volunteers for various town and community events throughout the year
- Assisted in event planning, publicizing, coordination, and execution of all Town events
- Researched and contacted bands for the Town's summer music series
- Designed posters, invitations, and other creative publications to advertise and/or invite community members and visitors to events
- Generated activity on Town of Duck's website and multiple social media outlets with current information and updates
- Collected monthly web statistics to record social media engagement for better insight on consumer interest

Spa Concierge

AQUA Spa - Duck, NC - 2015-12 - 2017-09

- Active on phone booking appointments and addressing client concerns
- Greeted and assisted clients with purchases, appointment bookings, following spa procedures, and addressing needs
- Planned, gathered materials, staffed, and executed a successful booth at two Outer Banks Wedding Expo events
- Maintained cleanliness and positive visual appearance of spa, including design of chalkboards with monthly specials
- Promoted to assistant manager to help maintain spa activity, make product orders, modify employee schedules, and address concerns of staff or customers in absence of manager

Digital Marketing Coordinator

AQUA Spa - Duck, NC - 2015-12 - 2017-01

- Responsible for all online advertising for restaurant and spa across multiple mediums
- Generated content and designed email newsletters to update customers and clients on recent information and events

- Engaged customers on multiple social media platforms with frequent blog posts and contest opportunities to increase website traffic
- Designed promotional flyers, charity event gift packages, and other creative publications for advertising purposes
- Notified local advertising agencies and businesses to share information about current events and promotions

Communications Intern

WestRock - Covington, VA - 2015-06 - 2015-12

- Assisted the Communications Analyst in updating and creating internal publications, writing and editing weekly employee newsletter, and maintaining calendar for company events and customer visits
- Updated mill homepage with weekly newsletters, announcements, and daily mill summaries
- Drafted donation news releases to be sent to local news outlets

Orientation Guide

Radford University - Radford, VA - 2013-05 - 2014-08

- Served as one of 25 orientation guides for first year and transfer student orientation programs
- Utilized organizational and public speaking skills to present information about various university services and resources to parents and students
- Facilitated and organized social events to comfort the transition into college for students and their parents

EDUCATION

Bachelor of Business Administration in Marketing

Radford University - Radford, VA

2015-05