

MADISON PUHL

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SUMMARY

I have several years of experience in the retail and entertainment industries, where I have developed critical skills, including leadership and collaboration that have inspired me to get involved in programs, such as the hall council for my dorm during my freshman year, Sociology Club, and the study abroad program. During my time in the entertainment industry, I developed lifelong relationships not only with some of my peers but with the field itself. This has been a driving force as I strive to work my way back into the entertainment industry through film and music advertising and public relations.

WORK

EXPERIENCE

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| Freelance Social Media Strategist - Chicago, IL | July 2024 - Present |
| <ul style="list-style-type: none">Collaborate with music artists to create a social media campaign that addresses their specific goals while maintaining their brand identity and authenticity as an artist. | |
| Guest Advocate, Target - Chicago, IL | Oct 2022 - Present |
| <ul style="list-style-type: none">Ensure an optimal shopping experience for guests by processing transactions and returns, delivering orders in a timely manner, and maintaining an organized area. | |
| Music Distribution Intern, Electric Train Records - Remote | Apr 2024 - Aug 2024 |
| <ul style="list-style-type: none">Worked with a team of three interns to assist on marketing projects, provide weekly reports analyzing successes and challenges, and research trends within the advertising and music industry. | |
| Theatre Staff, B&B Theatres - Lee's Summit, MO | Mar 2019 - Jan 2023 |
| <ul style="list-style-type: none">Provided excellent customer service by welcoming customers and answering questions, mentoring new employees, and processing POS transactions. | |
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ACTIVITIES

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| Sociology Club - Social Media Coordinator | Aug 2022 - Present |
| <ul style="list-style-type: none">Participate in monthly events and connect with fellow sociology students. | |
| Study Abroad Program - London | July 2024 |
| <ul style="list-style-type: none">Spent two weeks in London immersing myself in the city's culture, visiting PR agencies, and collaborating on mock-up marketing projects with my peers. | |
| Regis Hall Council - Program Coordinator | Aug 2021 - May 2022 |
| <ul style="list-style-type: none">Served as a representative for the residence hall by collaborating with five other members to plan and promote campus events. | |
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EDUCATION

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| BA in Advertising/Public Relations | Expected Graduation |
| BA in Sociology | Dec 2024 |
| Loyola University Chicago | |
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SKILLS AND CERTIFICATIONS

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| <ul style="list-style-type: none">CITI Program<ul style="list-style-type: none">Feb 2023 - Feb 2026Human Research - Group 1 Lakeside InvestigatorQualtricsSearch Engine Optimization | <ul style="list-style-type: none">Google AnalyticsContent CreationProject ManagementAccount Management |
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