

MADELINE ROBINSON

Strategist | Decatur, GA

madelinegr.robinson10@gmail.com | (678)-989-8044 | madelinegrobinson.com | she/her/hers

ADVERTISING EXPERIENCE

Freelance Design, Event Planning, and Marketing

MGR Consulting | Atlanta, GA | August 2020 - Present

Work: Design logos for a variety of clients, build social media calendars, create social content, provide research support, and plan events for small businesses

Impact: Define the voice of growing brands

Lesson: Finding a voice starts with listening

Strategy Intern

Innova DDB | Accra, Ghana | July - August 2019

Work: Developed ideas for campaigns, compiled decks, created content calendars, copy edited, and wrote briefs as the sole full-time strategist at one of the largest agencies in West Africa

Impact: Drew in new business and developed campaign strategies for 10 separate clients

Lesson: Human insights don't change at country borders

Account Support Intern

Morton, Vardeman and Carlson | Gainesville, GA | June - December 2017

Work: Conducted research, wrote content and press releases, created social media calendars, contributed to editing, and coordinated with clients at the full-service agency

Impact: Grew followings on social platforms, fostered brand identities, and carried out campaigns

Lesson: When you don't know, ask

OTHER

Copy Editor

The Daily Emerald | Eugene, OR | September 2018 - June 2020

Work: Edited based on AP style rules and collaborated with editors and writers for daily articles and weekly editions at the largest publication at the University of Oregon

Impact: Revised content to be as accurate and accessible as possible at the largest publication on campus

Lesson: How to look for what is missing and the value of constructive criticism

Online School Proctor/ Nanny

Childcare for 7 Families | Atlanta, GA | August 2020 - Present

Work: Oversee and managed 8 middle schoolers and now 2 elementary schoolers while they attend online school

Impact: Kept all kids safe, on task, and organized during school hours

Lesson: Most management issues can be fixed with some attention and empathy

EDUCATION

University of Oregon

Class of 2020

- B.A. in Advertising
- Minors in English and Art
- Study Abroad Participant
- Summit Scholarship Recipient
- Member of the Inaugural United Nations Chapter
- 7x Dean's List Honoree

SKILLS

- Research
- Deck design
- Management
- Collaboration
- Experience with the Adobe Suite
- Working towards Facebook Digital Marketing Certification
- Canva
- Google Suite
- Keynote

ASK ME ABOUT

- My time as an au pair in Italy
- Planning a road trip
- My decision to move to Oregon
- How a reading competition shaped my outlook on learning
- My thoughts on garbage and packaging
- My playlist philosophy
- Teaching yourself to paint
- My time in Accra, Ghana