

MADISON VACARELLA

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EDUCATION

Auburn University | Auburn, Alabama (August 2017)

Bachelor of Arts in Public Relations | Major GPA: 3.73

Minor: Marketing

- The National Society of Leadership and Success (2017)
- Lambda Pi Eta Honor Society- Top 35% of School of Communications and Journalism Students (2016-Present)
- Dean's List- 4.0 GPA (Spring 2016)
- Phi Eta Sigma Honor Society (2014-2017)
- National Society of Collegiate Scholars (2013-2014)
- Finley Character Award (2004, 2008, 2010)

RELATED EXPERIENCE

Wendy Garner Media & Marketing | Birmingham, Alabama

PR Intern (November 2015 – December 2016)

- Managed social media/marketing strategies for Stone Martin Builders under supervision of Wendy Garner
- Coordinated social media/event calendars

Scarlet & Gold | Auburn, Alabama

PR Intern (May 2016 - July 2016)

- Expanded product and brand recognition through strategic use of social media platforms on Hootsuite: Facebook, Twitter, Instagram
- Gifted celebrities and high profile bloggers to increase followers and promote products
- Organized and planned pop-up shops in the city of Auburn
- Staged products for photoshoots and wrote appreciation notes to customers
- Organized and collaborated with small businesses for the Box of Gold each month
- Sold Britt Nicole collaboration merchandise at Winter Jam concert
- Assisted in styling for Britt Nicole's website/tour photoshoot in Nashville

Corner News | Auburn, Alabama

Fashion Contributing Writer (September 2014 – May 2015)

- Composed weekly "Style Stealer" and "Secret Shopper" columns
- Researched latest fashion trends and boutique websites for articles
- Interviewed sources for fashion and lifestyle articles

Auburn University Program Council | Auburn, Alabama

Publicity Committee Member (September 2013 – May 2014)

- Developed strategies to effectively promote university-wide events
- Publicized events by creating and hanging posters around campus
- Distributed fliers and free merchandise to students

INVOLVEMENT

Public Relations Student Society of America (PRSSA) | Auburn University (2016-Present)

Eagle Eye TV | Auburn University

AU Insider Anchor (2015)

Sports Anchor (2016)

Phi Mu Sorority | Auburn University (2013-Present)

Philanthropy Committee (2015)

Cabinet Housing Chair (2014-2015)

Recruitment Pink Committee (2015)

Pledge Class President (2013-2014)

Auburn University Tigerettes | Auburn University (2013-2014)

Auburn University Modeling Board | Auburn University (2013-2014)

WORK EXPERIENCE

The Pink Room Boutique | Auburn, Alabama

Sales Associate (August 2016 – December 2016)

- Greeted customers and assisted with product needs and questions
- Performed sales floor work and straightened displays
- Sold merchandise and worked the sales register
- Attended Atlanta Apparel Mart to select merchandise based on customer trends
- Handled social media accounts via Hootsuite: Facebook, Twitter, Instagram

Wrapsody | Hoover, Alabama

Sales Associate (October 2011 – January 2013)

- Greeted and assisted customers with product knowledge
- Planned store layouts and designed displays
- Learned a variety of different brands and product lines

Birmingham Barons | Birmingham, Alabama

Power Team Member (May 2010 – August 2010)

- Handled on the field entertainment and competitions
- Sold merchandise and game programs to ticket holders

SKILLS

Microsoft Office

Social Media Marketing: Hootsuite, Google Analytics, Qualtrics, WordPress

Film Editing: Final Cut Pro

HTML & CSS

Adobe Creative Cloud

RELEVANT COURSES

Journalism Fundamentals, Concepts in Communication & Journalism, Foundations of PR, Case Studies & Ethics in PR, Style & Design, Multimedia Writing for PR, Strategic Communication, PR Campaigns, Survey Research Methods, Newswriting, Writing for TV & Film, Intercultural Communication, Persuasion, Media Law, Business Law, Public Speaking, Principles of Marketing, Retail Management, International Marketing, Services Marketing, Marketing Channels, Consumer Behavior