




MADISON TOLLEY

Communications Professional

CONTACT

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PORTFOLIO

www.madisontolley.com

EDUCATION

B.A. in Creative Writing

B.A. in Media Studies

Loras College

2015-2019

Summa Cum Laude

GPA: 3.93

SKILLS

Copywriting & Editing
Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe Premiere Pro
Adobe After Effects
Video Production
Microsoft Office 365

PROFESSIONAL EXPERIENCE

Key Experiences: [Press Release](#) writing; [Communications Plan](#) development; [Feature Article](#) writing; [Video Production](#); [Merger Communications](#). To see more, visit my [Portfolio](#).

Communications Coordinator / American Freight (Jan. 2020 - Present)

- Planned & executed internal communications strategies for all major projects, including the company's rebranding initiative.
- Wrote internal communications, including newsletters, crisis management memos, and messages from the CEO & executive team.
- Developed training materials in a variety of mediums: corporate videos; print materials; and online interactive learning activities.
- Transformed intranet from a document repository to an interactive site, geared toward two-way communication and idea sharing.
- Acted as the gatekeeper of the intranet and internal news.
- Assisted with corporate events, managing schedules, and logistics.
- Managed email distribution lists.

Marketing Content Intern / Loras College (Aug. 2016 - May 2019)

- Wrote copy for emails, social media, feature articles, & direct-mail.
- Designed letters, email headers, print materials, & announcements.
- Managed client projects, collaborating in a team environment.

Marketing Coordinator / Capillum Holdings (Aug. 2017 - May 2018)

- Created print mailings & media for a franchise-level Great Clips.
- Facilitated community partnerships with school districts.
- Managed internal communications by creating a newsletter.

Project Leader / Center for Dubuque History (Sept. 2016 - May 2019)

- Transformed manual record-keeping into a digitized process.
- Planned & executed an awareness campaign showcasing the Center as a resource for the community, including producing and editing a promotional video and hosting events.

Features Editor / The Lorian (Aug. 2015 - May 2018)

- Pitched story ideas; Wrote & proofread news and features articles.
- Designed the layout for the features section of the newspaper.

AWARDS & HONORS

Second Place in Poetry / DES National Writing Competition (2020)
Alpha Award in Poetry / Loras College (2019)
Upper Midwest Emmy® Student Production Award (2019)
John and Kathryn Tigges Creative Writing Award (2018)
Original Works Published in *The Limestone Review* (2018 - 2019)