
MADISON NEWMAN

1586 Corsica Place • Costa Mesa, California 92626

Phone: 913-634-9928 • E-Mail: madison_newman@ymail.com

Website: <https://madison-newman.wixsite.com/resume>

Summary

- Flexible self-starter with excellent verbal and written communication skills.
- Experience composing and editing professional business documents such as formal reports, executive summaries, business correspondence, claim letters, proposals and sales reports.
- Exceptional writing, editing and story-telling skills, with an eye for quality control and consistency in messaging and written materials.
- Computer skills including the mastery of word-processing, desktop publishing, and website development at a highly proficient level.
- Expertise in videography and non-linear video editing systems including; Final Cut Pro, Adobe Premiere, and AVID.
- Skilled with; Adobe Photoshop, Adobe After Effects, Adobe InDesign, Dreamweaver, Wordpress, Twitter, Facebook, Instagram, SONY XD Cam, SONY XM Cam, Cannon EOS Rebel T3i, Nikon D600.

Experience

Communications Coordinator

By Referral Only – Oceanside, CA

May 2016 – March 2017

- Wrote, copy-edited, scripted, produced and distributed media such as; collateral materials, memos, blogs, website content direct mail, literature, brochures, flyers, posters, articles and letters.
- Responsible for the design, production and distribution of select marketing tools including in-house video production, podcasts, audio files, advertisements, logo designs, graphics, cutaway illustrations and web design.
- Produced, created, shot and edited high-quality videos such as; sales, training, product, promotional and client story videos.
- Designed and developed web pages and content for company websites.
- Managed creative development and execution of marketing campaigns including email blasts that yielded open rates as high as 40%.
- Prepared executive level presentations, memos, letters, reports, spreadsheets, and other correspondence.
- Served as communication expert to the organization by working closely with members of executive and management teams to develop communication plans and materials for major organizational announcements and company initiatives, including message development, video script writing and production, and executive speechwriting.
- Executed and implemented strategic communications plans.
- Oversaw the planning and execution of all on-site and off-site company events, meetings and national sales conferences.

Multimedia Communications Specialist

Argus West Investigations/The Doctor's Insurance Broker – La Mesa, CA

August 2015 - April 2016

- Led in the design, development and implementation of marketing and communication materials (logos, brochures, newsletters, infographics, presentations and advertisements).
- Set-up and optimized company social media pages within each platform to increase the visibility of company's social content.
- Designed, created and maintained marketing materials and websites for multiple companies simultaneously.
- Restructured and built a highly-functional communications team that brought together internal communications, media and public relations, meeting and event planning, and community relations functions.
- Worked with key company decision-makers and representatives to develop and deliver consistent company messages.
- Developed, designed and trained in use of video editing software programs and cloud based video submission system.

Communications & Office Manager

MadSky Roofing & Restoration LLC – Westminster, CO

May 2014 – July 2015

- Created and served as editor-in-chief of weekly internal newsletter, "Mad Sky Times". Newsletter included updates, sales competitions, success stories and other information to the entire company. Newsletter received consistent praise among the 100+ company employees and senior management for quality of content.
- Wrote, designed, and distributed all video, marketing, training, and recruiting materials.
- Copy-edited highly technical 60 page business proposal resulting in merger with Liberty Mutual Insurance Company
- Provided proofreading for sales presentations and proposals.
- Led message development strategies for high-stakes, high-profile executive presentations to Boards of Directors, stakeholders and CEO's of companies during company merger.

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- Managed stakeholder satisfaction research projects, including developing and implementing strategies for continually improving stakeholder satisfaction across the Scheme.
- Managed stakeholder forums, meetings and special events.
- Distributed daily sales, collections, and aging reports.

Communications Intern

Arizona Public Service, Palo Verde Nuclear Power Plant - Tonopah, Arizona

August 2012 – May 2013

- Responsible for video, editing, writing, and photography for Palo Verde TV, Palo Verde News, as well as products intended for partners of Arizona Public Service.
- Provided articles and photography for daily Palo Verde News Pamphlets.
- Responsible for production and distribution of Weekly Senior Management Videos for company-wide circulation.
- Co-produced short film, “A Closer Look at Palo Verde Safety”.
- Managed Palo Verde Communications social media and Public Relations.

Production Assistant

Arizona Public Broadcasting Service, Channel 8 - Phoenix, Arizona

August 2011- May 2012

- Responsibilities included videography, teleprompting, talent management, floor management, and training.
- Provided production assistance to the Arizona PBS programs; Arizona Horizon, Horizonte, Check Please, and PBS Pledge.

Education

Arizona State University

Walter Cronkite School of Journalism & Mass Communication – Phoenix, Arizona

Hugh Downs School of Human Communication – Tempe, Arizona

August 2010 – May 2014

- Bachelor of Arts, Cum Laude, Broadcast Journalism
- Minor, Magna Cum Laude, Communications Studies
- Received of Ricky Hendrick Scholarship for four years.
- Dean’s New American University Scholar Student for four years.
- Dean’s List for two years
- 3.5 Cumulative Grade Point Average

Accomplishments and Awards

- Centainteed Certified Roofing Contractor.
- Certified in Final Cut Pro 6, 7 and X.
- Awarded 2nd place in the music video competition hosted by Drury University in Springfield, Missouri.
- Top 10 finalist in the music video competition hosted by the Student Television Network in Anaheim, California.
- Voted “Best Anchor” at Blue Valley Television Channel 14 for the 2009-2010 school year.
- Finalist for Sports Story of the Year contest sponsored by the National Student Press Association.

Examples of Work (URLS)

- <https://madison-newman.wixsite.com/resume>
- <https://www.youtube.com/watch?v=PDygothTgoA>
- <https://www.youtube.com/watch?v=TRntqP5I4gI>
- <https://www.youtube.com/watch?v=cIEQiS39tpA>
- www.tdibroker.com
- www.moladens.com
- www.thedentalpracticemarket.com
- www.molarmarketing.com