

# MADALYN REX CORNWELL

## CONTACT

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## EDUCATION

### JAMES MADISON UNIVERSITY

School of Media, Art, and Design  
(SMAD), Creative Advertising student

- 2025 Dean's List
- Graduate 12/2025

**2022- 2025**

## SKILLS

Social Media Mangament  
Photoshop  
InDesign  
Adobe Illustrator  
Final Cut Pro  
CapCut  
Canva  
Cascade  
Account Planning  
Web Design  
Project Management Tools  
Strong Communication  
Content Creation  
Computer Literacy  
Intermediate French Speaker  
Copywriting  
Wix.com  
TikTok  
Instagram

I am a qualified content creator and aspiring account planner with experience building and leading a social media team, as well as creating content for The Breeze Instagram, Madison Magazine, and ESCI. With five years in the serving industry, I've developed strong sales abilities, consistently meeting goals through clear communication and relationship-building. I've completed coursework in Audio-Visual Storytelling, User and Visual Design, Elements of Creative Advertising, Creative Advertising Campaigns, and Copywriting, and I excel at quickly learning and applying new concepts

## EXPERIENCE

### CREATIVE MARKETING CONSULTANT

#### Emergency Service Consulting International

August 2025 - Present

- Content creation for Social Media
- Web design
- Company branded content creation
  - Designing Executive Recruitments, Prospectus, Rack Cards
- Social Media branding guide

### DIGITAL ASSISTANT

#### Madison Magazine

June 2025 - August 2025

- Assist with content planning, creation, curation and scheduling to drive engagement with target
- Use Cascade, JMU's content management system, to publish articles on JMU
- Assess Content Marketings digital portfolio
- Drafting a proposal for Madison social media accounts
- Writing, creating and publishing articles for the Madison App
- Assist with photo selection for content and photo color correction

### AUDIENCE EDITOR

#### The Breeze

April 2024 - April 2025

- Account management
- Manager of a social media team
- Content Creation
- Writing a weekly newsletter
- Broadcast News Reporter - Breeze TV

### ASSISTANT MANAGER, SERVER & BARTENDER

#### Bella Luna Wood Fired Pizza

September 2023 - Present

