

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 Management

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

