

MADELINE MIMS

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[LinkedIn](#)

[Portfolio](#)

PROFESSIONAL EXPERIENCE

Marketing & Public Relations Intern

September 2022 - Present

ASM Global - NRG Park, Houston, Texas

- Used social media insight metrics to change company marketing strategies which increased Instagram page visits by 134.7% and Facebook page visits by 227.6%
- Grew the company TikTok account from 228 followers to over 16,000 in less than 2 months which led to a 19469.1% increase in video likes
- Incorporated social media trends into content creation which helped lead to a 700% increase in Instagram reach, 8854.6% increase in TikTok views, and 283.59% increase in Twitter impressions
- Updated and organized internal and external marketing assets with the most accurate information across all social media platforms, TV monitors, the NRG Park Website and digital marquee
- Managed and created social media content for over 90 events in a span of seven months including Taylor Swift, The Houston Livestock Show & Rodeo, NCAA Division I Men's Final Four and Houston Texans
- Assisted in producing and distributing email campaigns to an overall database of over 1,000,000 users

Communications Coordinator

February 2019 - December 2021

Texas A&M UES IT Services, College Station, Texas

- Developed a web dashboard that curated web content and consolidated corporate and internal communication which increased web traffic by 32%
- Drafted and edited print and digital communications for 5-7 different departments in accordance with the Associated Press Style Book
- Implemented strategic communication to create a cohesive brand strategy which helped market and promote the department's brand in the media
- Created graphics and marketing materials for publication to better communicate department initiatives that lead to increased use of the department's services by 26%
- Wrote detailed documentation for over 50 products and services in collaboration with team members

EDUCATION & HONORS

Bachelor of Arts Degree in Communication

August 2018-December 2021

Texas A&M University, College Station

- Graduated summa cum laude, 3.99 GPA
- Minor in Human Resource Development

Department of Communication Recognition of Excellence

April 2020

Texas A&M University, College Station

Received for outstanding academic achievement and leadership

TECHNICAL SKILLS

- **Graphic Design** - Adobe Creative Cloud (InDesign, Photoshop, Illustrator) and Canva
- **Administrative** - Google Suite, Microsoft Office Suite and Adobe Acrobat
- **Social Media** - Meta Business Suite, Twitter, TikTok, Reddit, YouTube
- **Digital Marketing** - WordPress, Google Analytics & Ads, Meta Business Suite Ads & Analytics, Ticketmaster ONE
- **Photography & Videography** - Adobe PremierePro, Davinci Resolve Pro, DSLR Photography