

Madilyn A. Lay

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Education

Bachelor of Arts in Strategic Communication

May 2022

Minor: Business Administration
Flagler College, St. Augustine, FL
GPA: 3.5

Associate of Arts Degree (General Studies)

December 2019

State College of Florida
GPA: 3.8

Professional Experience

Seamark Ranch

May 2022 - Current

Marketing and Events Assistant/Social Media Manager

- Development of year-long social media strategy and posting schedule for 2023 based on analytics, target audience, and consistent with Seamark Ranch values
- Create processes in Seamark Ranch organization to effectively communicate to various audiences, monthly donors, and board members.
- Communication and relationship management between donors, and monthly givers via email blast and social media posting for re-engagement with the organization
- Booking of vendors for major internal and external events
- Secure Corporate Sponsors with sponsorship values exceeding \$10,000
- Finalization of internal and external event guidelines for committee members, board members, and external parties

Event Management and Marketing Intern

May 2022 – November 2022

- Creation and implementation of Seamark's new social media plan focusing on branding and social media "voice" for Instagram and Facebook
- Design and distribution of Seamark brand sheet
- Website development and content creation based on new initiatives and new branding standards
- Assist with annual events and oversee tasks such as finding vendors, obtaining donations for auctions, maintaining a budget and tracking receipts
- Maintain donor, board member, and committee relationships with creation of mail pieces, delivering gift baskets and thank you cards
- Representing Seamark Ranch at outside fundraisers and St. Johns & Clay County Chamber Events, in the community for networking and discussing details of Seamark Ranch's mission
- Attendance of board meetings discussing key topics pertaining to events
- Office work (ex. Submission of receipts, filing, data entry, errands, etc.)
- Design of "Corporate Partner Luncheon" & "Night at the Ranch" events, that will be continued annually for the organization based on success and effectiveness

Pure Barre (Multiple locations)

Instructor/Front Desk "Barretender"

May 2018 – Aug. 2021

- Key responsibilities included working balancing schedules across the Lakewood Ranch, Sarasota, and Bradenton locations. I then transferred with the organization to Saint Augustine while attending college.
- Marketing & client retention – Completed lead management tasks and made necessary phone calls to clients. Posted Instagram stories and promotions daily. Responsible for membership payment plans and membership promotion

- Leading a class of up to 25 participants for 50 mins based on memorized and planned class materials

Flagler College Dow Advantage PR Firm

Jan. 2022 - May 2022

Vice President

- Student-led PR Firm responsible for campaign creation for non-profit organizations
- Provided research, brand development, graphic design, and web design experience for Water Woman non-profit
- Responsible for meeting planning, leadership, and recruitment of new members

PRSSA: Public Relations Student Society of America

Secretary

Aug. 2021- May 2022

- Organization of annual “Communications Week” event highlighting professionals in the Public Relations field and utilizing networking abilities
- One-on-one meetings with guest speakers locally to gain deeper knowledge of communications practices
- Weekly meeting organization and presentation of various topics via Canva

Key Projects

“COVID-19 Communication in Small Liberal Arts Colleges in the Southeast”

Fall 2021

- Identified communication strategies used by colleges to disseminate COVID-19 information via social media
- Developed primary research tools to gather quantitative and qualitative data

RSVLTS Brand

Spring 2021

User Generated Content Campaign

Creative Director

- Created User Generated Content that establishes a call to action for the public
- Management of creative media creation, design, and distribution
- Planned and executed photoshoot opportunities
- Coordinated event at Flagler College involving student-community to build brand awareness

Awards

Florida Academic Scholar (FAS) Florida Bright Futures Scholarship, August 2018 – Present

- Continually met academic standards for with maintenance of a 3.5 GPA or above

Lambda Pi Eta the National Communication Association Honor Society Member

Notable Skills

- Adobe Suite Proficiency (Photoshop, InDesign, Illustrator)
- A strong passion to help others and make a difference
- Microsoft Office Proficiency (Excel/PowerPoint/Word)
- Research Skills
- Donor Relationship Management
- Secondary Research
- Manuscript development
- Codebook development
- Survey design
- Event Planning and Execution
- Sponsorship/Corporate Sponsorship Knowledge
- Non-Profit Organization functions and structure understanding
- Effective and Strategic Communication Skills

- Networking