

# MADLYN DROESSLER



madelynmay.me



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Los Angeles, CA

## PUBLIC RELATIONS SPECIALIST

Curating content and strategies that set my clients apart to strengthen their brand is what I'm all about. My work in different media forms like wardrobe styling, journalism and digital marketing gives a unique perspective so everything can come together seamlessly. My passion lies in creating, using it not only as an art form, but to connect with people and I can't wait to show you.

## EDUCATION

2019-2023

### California State University Long Beach

Bachelor in Public Relations & Journalism

President's List

## SKILLS

- Quality content creation
- Interpersonal Relations
- Copywriting
- Innovative thinking and implementation
- Working on a team and collaborating
- Media Relations
- Attention to detail and time management

## WORK EXPERIENCE

### Social Media Manager & Content Creator

2019-Now

- Established and grew an engaging online presence
- Formed partnerships with brands and coordinated with influencers to boost brand awareness
- Drove 160% engagement increase in first 2 months managing social media for clients
- Watching trend cycles to come up with content ideas
- Planning and strategizing
- Created and implemented cohesive content to strengthen brand message

### Busines Development

Canario Communications 2023-Now

- Forming and maintaining client relations via email, phone calls, in-person meetings, DM's, and ads.
- Assisting in social media strategy and influencer programs
- SEO and copywriting
- Team organization of project management via email, slack, text messages, calls.
- Market research for clients.
- Working alongside the CEO to create objectives, goals, and analyze the data.

### Wardrobe Stylist

Freelance 2021-Now

- Trend forecasting
- Working and building relationships with PR houses
- Curating looks for the client for event and shoots
- Proficient planning and organization to ensure everything goes smoothly
- Assisting lead stylists on and off set
- Collaborating with a team

### DIG Magazine

Internship 20222

- Brainstorm and implement effective ways to increase brand awareness across campus to get the magazine in student's hands
- Wrote stories for the magazine and conducted interviews
- Planned and worked on promotional events
- Collaborate with the team to create the publication layout and content

### Customer Service: Server

L.May 2014-2020 & Michael's On  
Naples 2019-2024

- Effective communication skills to build and maintain customer relationships that go beyond expectations for returning customers
- Detailed understanding of our products, to know how to sell the best experience
- Handle a high stress, busy, team environment with efficiency and a good attitude