

Madelyn Beckum

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EDUCATION

University of Georgia

Athens, GA

Bachelor of Arts

Expected Graduation May 2026

- **Majors:** Bachelor of Arts in Advertising, Minor in Communications, Certificate in New Media
- **GPA:** 3.76/4.00
- **Honors:** 2022-2023 Dean's List

RELEVANT EXPERIENCE

Freelance Photographer

Multiple regions across Georgia

Photographer

July 2021- Current

- Established a successful freelance photography business specializing in portrait, couples, and event photography.
- Developed and maintained positive client relationships.
- Demonstrated creativity and proficiency in capturing and editing high-quality images to meet client specifications.
- Managed all aspects of the business, including client communication, scheduling, invoicing, and marketing.

ADDITIONAL EXPERIENCE

Sakura Grill and Sushi

Marietta, GA

Server, Hostess

Feb. 2022- August 2023

- Demonstrated excellent customer service skills by taking orders, serving food and beverages, and ensuring customer satisfaction.
- Maintained a positive and efficient working relationship with kitchen staff to ensure timely and accurate delivery of orders.
- Handled cash transactions and processed payments accurately.

CAMPUS & COMMUNITY INVOLVEMENT

Alpha Omicron Pi Fraternity, Lamda Sigma Chapter, Athens, GA

Banner Chair

November 2023- Current

- Spearheaded creative and visually appealing banner designs for various sorority events and activities.
- Coordinated with 22 committee members to ensure the timely and successful execution of banner projects.
- Demonstrated leadership by managing the design process from concept to completion, adhering to deadlines and budget constraints.
- Collaborated with event organizers to understand and incorporate thematic elements into banner designs, enhancing overall event aesthetics.

Ad Club @ UGA, Athens, GA

VP of Educational Programming

November 2023- Current

- Developed and executed comprehensive educational programming initiatives aimed at enhancing members' knowledge and skills in advertising, marketing, and related fields.
- Organized and led workshops, seminars, and guest speaker events featuring industry professionals to provide valuable insights and networking opportunities for club members.

SKILLS

Adobe Photoshop

Adobe Illustrator

Google Data Analytics

Adobe Indesign

Adobe Lightroom

Social Media