

# MADISON PHELAN

STRATEGIST • CREATOR  
• STORYTELLER •

## PROFILE

I am a graduating senior and upcoming master's student with a passion for telling stories and creating experiences that evoke real emotions. I am a trailblazer with a mission to solve problems in a new way.

## EDUCATION

- 2023** The University of Texas at Austin  
M.A. in Advertising,  
Texas Immersive
- 2021** The University of Texas at Austin  
B.S. in Advertising, GPA: 3.7  
Texas Media & Analytics  
Japanese Certificate  
Business Foundations Minor  
Digital Arts & Media Certificate

## SOFTWARE

- WebVR in A-Frame and Mozilla Hubs
- Google Analytics, Google Ads, Tableau
- Adobe: Ps, Ai, Xd, Ae
- Microsoft Office suite

## CONTACT

[madisonphelan.com](http://madisonphelan.com)

(409) 782-1802

[madison.phelan98@gmail.com](mailto:madison.phelan98@gmail.com)

[linkedin.com/in/madisonphelan](https://www.linkedin.com/in/madisonphelan)

## EXPERIENCE

- 2020** **Social Media Marketing Intern**  
Aug. - present Sparxs Studio, Austin, TX
- Assist with the planning, design, and execution of social media campaigns
  - Create content calendar and content including blogs, infographics, videos, and press releases
  - Track social media engagement and metrics to identify high-performing campaigns and results
  - Increased social media following by 44% within a month
  - Wrote and designed one sheets
- 2021** **Director/Animator/Storyboard Artist**  
Jan. - May Death's Errand Boy, Austin, TX
- Created an original animated episode for short series
  - Wrote script and drew storyboard for planning
  - Animated frames and designed backgrounds
  - Advertised series on social media and gained 50 followers within one month
  - Reported to mentor monthly for updates and revisions
- 2021** **Media Director**  
Jan. - Apr. UT Austin NSAC Team, Austin, TX
- Selected for the National Student Advertising Competition team among a competitive set of seniors and selected as Media Director
  - Worked with a team of 30 members in a full-service student agency
  - Led a team of five students within the media department, assigning tasks, roles, and deadlines to the members
  - Created a media plan and scheduled media in accordance to successfully reach the client's, Tinder, objectives
  - Chosen to present to judges with three other members on behalf of team
- 2020** **Vice President of Administration**  
Jan. - Dec. University Panhellenic Council, Austin, TX
- Selected for the role on the council, overseeing over 3,000 members of the Greek community
  - Wrote minutes and sent communications to both executive and delegate meetings every week
  - Created a deck of 50 ideas for event planners to safely plan virtual events
  - Led the Programming committee and delegated tasks
  - Planned Fall Speaker for the Panhellenic community with over 2,000 people tuning in to the livestream
- 2020** **Experience Designer**  
Oct. NASA Space Apps Global Hackathon
- Chosen as Global Finalists (top 40) out of 2,303 projects within the 2-day hackathon
  - Created and designed assets for the Web VR experience
  - Collaborated with a team of six people
  - Wrote copy for Golden Record print-out
  - Worked under pressure with 48 hours to deliver a finished product
- 2019** **Administrative Executive Assistant**  
Feb. - May AT&T, Austin, TX
- Created and directed company video with After Effects and Animate (2019 and 2021)
  - Organized files and delivered items to the state capitol
  - Wrote and arranged documents that were passed out to the employees
  - Set up room and prepared materials for morning meetings and events

## SKILLS

- Adaptable and able to work in fast-paced environments
- Excellent conversational and creative writing skills
- Analytical, creative, and strategic mindset
- Extremely organized and self-starter individual

## LANGUAGES

- English
- Basic Knowledge in Japanese
- Currently learning Korean