

Madeline Cay Lough

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EDUCATION

John Carroll University, School of Business , University Heights, OH <i>Marketing Major, Minor in Public Relations, Expected Graduation: May 2020</i>	January 2019- Present
Disney University , Orlando, FL <i>Walt Disney World College Program, Organizational Leadership</i>	August 2018- January 2019
Quinnipiac University, School of Business , Hamden, CT <i>Marketing Major, Minor in Public Relations</i>	August 2016- May 2018

EXPERIENCE

Make-A-Wish America , Cleveland, OH <i>Programs Specialist</i> <ul style="list-style-type: none">Assist the wish team with all aspects of wish planningResearch products & experiences to prepare & send itineraries in order to create a meaningful wish journeyCoordinate travel aspects of wish & create touch points of the wish journeyRequest in-kind donations & assist with stewarding in-kind donorsCommunicate with medical professionals, wish families & volunteers to carry out wishes	April 2019 - Present
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Greater Cleveland Sports Commission , Cleveland, OH <i>Marketing Communications Specialist</i> <ul style="list-style-type: none">Conduct market research, reach out to target demographic, coordinate & execute logistics for distribution of promotional collateralCreate & distribute marketing & promotional materials, including social media marketing plans, publications, & advisoriesCoordinate & execute GCSC events, including 19th Greater Cleveland Sports Awards, Cleveland Sports Golden Ticket, JVA Rock N' Rumble, USA Fencing North American Cup, NCAA DII Wrestling Championships, NCAA National Fencing Championships, NCAA Women's Bowling Championships, CONCACAF Trophy Tour, NCAA DIII Outdoor Track & Field Championships, 2019 MLB All-Star Game, 2019 CONCACAF Gold Cup, First Pitch of Summer, Flat Out Kickin' ItFace-to-face communication with media relations & multiple levels of organization in office & off-site	January 2019- May 2019
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Walt Disney World , Orlando, FL <i>Disney College Program Merchandise Cast Member</i> <ul style="list-style-type: none">Responsible for engaging & creating magical moments for thousands of Walt Disney World guests on a daily basis from around the worldMet & exceeded quarterly sales quotas, cash handling, stocking & restocking inventory, recommending merchandise based on customer needs, administering all point of sale opening & closing procedures, practiced safety, courtesy, show, & efficiency <i>Disney University College Program Student</i> <ul style="list-style-type: none">"Walt Disney" Organizational Leadership college accredited course that examined leadership theories, applicable to Disney's leadership culture	August 2018- January 2019
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Cornaceae, LLC , Mentor, OH <i>Marketing Director</i> <ul style="list-style-type: none">Create social media sites for start-up handmade jewelry companyCreate strong company brand through the design of appealing & recognizable logoCreate engaging & user-friendly website that draws customers to purchase products through the revelation of company's cultureAdvertise company to expand brand name via Facebook, Instagram, & TwitterAssist in event planning to promote products at personal events & craft shows	June 2018- Present
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Pura Vida Bracelets , Cleveland, OH <i>Company Representative</i> <ul style="list-style-type: none">Promote company on personal media platforms in order to increase company salesEngage community through offerings of special promotions & deals	May 2018- Present
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Cobra Innovative Technologies LLC , Hamden, CT <i>Project Manager</i> <ul style="list-style-type: none">Contacted prospective businesses for future projectsBuilt start-up company brand via personal contacting & social media platforms (Twitter, Facebook, LinkedIn, Instagram, Cobra Innovative Technologies Blog)	November 2016- May 2018
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ACTIVITIES

St. Gabriel Parish Summer Festival , Mentor, OH <i>Community Volunteer Member</i> <ul style="list-style-type: none">Volunteer with hundreds of Parish members to help with the setup, takedown & running of the annual St. Gabriel Parish Summer FestivalDesign & create Parish event logos, posters, & Snapchat geo-filtersHelp coordinate set up of tents, tables, games, prizes, & foodOrganize contracts, emergency plans, & volunteers' uniforms & materials	May 2005- Present
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Quinnipiac Women's Division I Varsity Volleyball Program , Hamden, CT <i>NCAA Athlete, Defensive Specialist</i> <ul style="list-style-type: none">Participated at a competitive, Division I level with high intensity daily training year-round, including workouts, practices & travel timeCompeted against other Division I schools, learning many skills such as teamwork, discipline, responsibility, communication, determination, persistence & gaining superior work ethicManaged time effectively by balancing athletics with rigorous course load of academics & outstanding involvementOrchestrated Dig-Pink Volleyball Fundraiser; delivered \$2000+ in donations to The Side Out Foundation	August 2016- May 2018
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SKILLS

<i>Technology</i> <ul style="list-style-type: none">Microsoft Office, Google Drive, Facebook, Facebook Analytics, Twitter, Twitter Analytics, Instagram, LinkedIn, Hootsuite, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Canva Design, WIX Editing, Redbubble Artist, WordPress <i>Other</i> <ul style="list-style-type: none">Proficient written & verbal skills, strong interpersonal & leadership skills, professional communication, attention to detail, efficient multitasker, independent & team oriented, hard-worker, strong organizational skills	
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INTERESTS

<i>Personal</i> <ul style="list-style-type: none">Avid Cleveland sports fan, dog-lover, Disney fanatic, enjoys painting & sketching in free time, volunteering, fashionista, music enthusiast, active photographer, personal-blogger, frequent flyer & road tripper, people-person	
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