

MADALYN MEDRANO

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EDUCATION

Florida International University

Bachelor of Arts in Political Science & Communication Arts
Certificate in National Security Studies

Miami, Florida | 2015 - 2019

BrainStation

User Experience & User Interaction Design
Certificate Diploma

Miami, Florida | 2022

Codcademy

Learn SQL Course
Certificate of Completion

Virtual | 2023

PROFESSIONAL EXPERIENCE

Marketing Consultant

Discovery Gateway Children's Museum

April 2023

Salt Lake City, Utah

- Developed visually appealing and informative flyers and social media posts for a kids summer camp, resulting in a 40% increase in camp enrollment and a 50% increase in engagement on social media platforms
- Conducted targeted outreach efforts through social media and email marketing to reach and engage with the camp's target audience
- Implemented a customer relationship management (CRM) system to track visitor demographics, interests, and behaviors, enabling the identification of new prospects for influencer marketing campaigns and the acquisition of new sponsors
- Developed a "Read a Book" program series as part of the museum's STEAM Focus mission by conceptualizing the program, identifying and soliciting local speakers, authors, and community leaders, and coordinating all aspects of the program's implementation

Tools: Microsoft Outlook, Canva, Google Excel, Notion, Hootsuite, Social Media (Instagram, TikTok, Facebook, LinkedIn, Twitter)

UX Designer

Discomoda

October 2022 - April 2023

Remote

- Defined project scope, goals, and deliverables in collaboration with stakeholders and managing timelines and project budget using effective communication through regular progress reports via Notion project management software
- Conducted user research and developed user personas to inform design decisions, as well as conducted A/B testing and user testing to optimize designs, user flows, and user stories
- Sketched, designed and prototyped interactive web experiences using Figma software for the label's e-commerce platform on Shopify, while working under site constraints
- Developed and maintained design systems and style guides to ensure consistency and efficiency across all digital touchpoints

Tools: Figma, Sketch, Adobe Creative Suite (Photoshop, InDesign, Illustrator), InVision, Balsamiq, Proto.io, UserTesting.com, Google Analytics, A/B Tasty, Survey Monkey, Canva, Shopify, Notion

Commission Aide / Legislative Aide

North Bay Village

May 2021 - April 2022

North Bay Village, Florida

- Conducted research on policy issues, resulting in the development of a comprehensive policy brief known as "North Bay Village Bulletin" that was widely cited by stakeholders and the media
- Coordinated scheduling and managed meetings with key stakeholders, resulting in an increase in stakeholder engagement and satisfaction, as well as responded to constituent inquiries and resolved issues
- Monitored legislative proceedings and provided timely updates to the Commission, and assisted in the development and implementation of a monthly legislative agenda
- Assisted in the planning and logistics for executing successful community outreach events, resulting in a 40% increase in attendees and media coverage, as well as manage event budgets by collaborating with vendors and securing event sponsors and in-kind donations
- Drafted, edited, and managed communications materials for the Commission, including monthly newsletters, press releases, weekly social media, and event invitations
- Provided support to the five elected officials by presenting executive-level reports on cross-function departments (Police Department, Finance, Public Works, etc.), resulting in increased productivity and effectiveness in their respective roles, and ultimately contributing to the overall success of the Commission

Tools: Microsoft Office Suite (Outlook, Word, Excel, PowerPoint), Notion, Mailchimp, Google Ads, Google Workplace (Docs, Forms, Slides), LegiScan, Granicus, Zoom, Survey Monkey, Sprout Social, Eventbrite, Canva, WordPress, Elementor, DemandStar, Tyler Technologies (Finance Management), Dropbox, Social Media (Instagram, Twitter, Facebook, LinkedIn)

Research Analyst, Federal Team

July 2019 - May 2021

Leadership Connect

Washington, D.C.

- 30% of this role consisted of managing complex datasets via internal tools; worked collaboratively with a data scientist who utilized SQL for data manipulation, data exploration, and data visualization to discover market trends and forecasting into reports
- Conducted qualitative and quantitative research and analysis on project issues, using automated feeds of news, press releases, and government filings (FOIA requests, legislation via Congress.gov), and monitored social media sites and other web sources for relevant information on government affairs to provide insights for business decisions
- Analyzed federal contracts (RFPs) from agencies such as United States Department of Agriculture, Veterans Affairs, Federal Election Commission, and Smithsonian Institution to identify opportunities for stakeholder engagement and business growth
- Managed technical support via LiveChat on a biweekly shift schedule to understand customer needs, pain points, and inquiries, and relayed feedback and insights into Salesforce and to the Customer Success team and Product Development team

Tools: Microsoft Office Suite (Outlook, Word, Excel, Azure), Amazon Web Services (AWS), JIRA, Confluence, Agile, Slack, Zoom, SQL, Salesforce, Google News RSS Feed

Partnerships Manager / Digital Media Specialist

January 2019 - December 2019

Young Professionals in Foreign Policy (YFPF)

Washington, D.C.

- Developed and executed partnerships strategies to expand business reach and drive revenue growth through market research and analysis for potential partnership opportunities
- Analyzed partnership data and metrics using Apricot software to evaluate effectiveness and ROI
- Created and delivered presentations on partnership opportunities and results to senior management and stakeholders
- Developed and executed digital media campaigns to drive engagement, increase brand awareness, and achieve business goals
- Analyzed digital media performance data, including website traffic, social media engagement, and email open rates, to evaluate effectiveness and make data-driven recommendations for optimization
- Managed and scheduled social media posts and newsletter content to maintain consistent brand messaging and engagement

Tools: Apricot, Slack, Google Workplace (Drive, Gmail, Photos), Trello, Zoom, Canva

Communications Intern

January 2019 - April 2019

Woodrow Wilson International Center for Scholars (The Wilson Center)

Washington, D.C.

- Conducted extensive research on Latin American issues, fact-checked information, and developed reliable sources to prepare research materials for board meetings, Congressional hearings, and weekly newsletters. Edited documents for clarity, accuracy, and consistency
- Assisted in various administrative tasks, including data entry, proofreading, website management, and event planning to support the daily operations of the Center
- Provided research support for op-eds and other publications by collecting and analyzing data, assisted with interviews, and identifying key insights. Created infographics to promote topics and recent events in U.S.- Latin America relations to engage stakeholders and enhance communication
- Managed and updated Latin America Program social media accounts, including Facebook, Twitter, Instagram, and Flickr, using tools such as Hootsuite and Piktochart to develop compelling content, track engagement, and analyze performance metrics

Tools: Piktochart, Hootsuite, Wordpress, Elementor, Mailchimp, Microsoft Suite (Outlook, Drive, Excel, Documents), Flickr, Social Media (Instagram, Facebook, Twitter), Adobe Photoshop

Office Assistant

July 2016 - December 2018

Department of Global and Sociocultural Studies - Florida International University

Miami, Florida

- Collaborated with team members and supervisors to achieve daily office goals, including managing resources, improving efficiency, and maintaining a high level of customer service
- Provided clear and concise information to visitors and students about the department, academic advising, and booking appointments. Communicated via telephone and in-person to ensure effective communication and satisfaction
- Edited and curated content for two university websites, including events, news, faculty/staff updates, and customized flyers. Used basic HTML coding to maintain a consistent look and feel across web pages and ensure optimal user experience
- Demonstrated strict adherence to the Family Educational Rights and Privacy Act (FERPA) while handling sensitive and confidential documents and information, ensuring the privacy and protection of student and departmental data

Tools: Canva, Microsoft Office Suite (Outlook, Excel, Documents), Social Media (Facebook), Wordpress, HTML

PROJECTS

Lead UX Designer | Anthem

May 2022 - August 2022

- Designed an iOS app to help young Americans engage civically through education and confidently vote in the electoral process. Regardless of party affiliation, Anthem's purpose is to provide simplified non-partisan information about candidates, and primary resources to help guide users at the ballot box.