

# Madelyn J. Hicks

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## SUMMARY

Relational, well-rounded communicator with strengths in creativity, leadership, and attention to detail. Skilled and passionate storyteller with a unique perspective as a theatrical artist. Personable, self-motivated, quick-learner seeking work in sales, public relations, or advertising.

## EDUCATION

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### TEXAS CHRISTIAN UNIVERSITY

*Bob Schieffer College of Communication*

*TCU College of Fine Arts*

*John V. Roach Honors College*

Bachelor of Science: Strategic Communication

Bachelor of Arts: Theatre

May 2022

Cumulative GPA: 3.86

### HONORS STUDY ABROAD: Cultural Routes 11

One-month academic and cultural immersion experience

*Germany, Switzerland, and Italy*

May 2019 – June 2019

## HONORS

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TCU Fine Arts Academic Achievement Scholar

Resident Assistant Distinguished Career Award

- *Chosen out of 140 resident assistants by Housing and Residence Life leadership in recognition of my dedication to the role*

TCU Faculty Scholarship

Dean's List

## EXPERIENCE

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### INTERSTATE BATTERIES

*Part-time Communications Coordinator*

Dallas, TX

June 2021 – Present

- Strengthen corporate-distributor relationship by producing internal sales incentive stories highlighting high-achieving sellers
- Create weekly distributor and team member updates reviewing weekly news
- Reinforce positive workplace culture by producing purpose and values-focused stories
- Assist in the production and distribution of various informational communications

### TEXAS CHRISTIAN UNIVERSITY

*Resident Assistant*

Fort Worth, TX

August 2019 – May 2021

- Facilitated an inclusive and connected residence hall environment by orchestrating educational programs and community-building events on a twice-a-month basis
- Provided aid for first-year residents' academic and personal concerns through active listening, resource connections, and crisis response skills
- Served duty nights and managed administrative tasks

### SKY RANCH CAMPS

*Senior Assistant Counselor*

Van, TX

Summer 2020

- Served on staff at Sky Ranch, one of North America's leading Christian camping organizations

- Provided children with opportunities for fun and leadership development
- Oversaw the wellbeing, safety, and experience of 16 campers, aged 9-11, for seven weeks

**KEURIG DR PEPPER**

Plano, TX

*Brand Activation Mentorship*

January 2018 – May 2018

- Studied brand activation weekly under the mentorship of a senior marketing specialist
- Created an original nonprofit marketing plan for a local theatre
- Presented research findings and final product in a formal presentation setting

**CAREINGTON INTERNATIONAL CORPORATION**

Frisco, TX

**Dental Insurance Firm**

*Summer Intern and Office Aide*

Summers of 2014, 2016, 2017

- Streamlined the company's paper to digital transition through data entry and verification, filing, and organization

**TRUFIRE KITCHEN AND BAR**

Frisco, TX

*Hostess*

Seasonal (winter and summer breaks) 2018 – 2020

- Created a positive and welcoming guest experience through attentive service and relational conversation
- Managed table rotations and recorded to-go orders

***INVOLVEMENT***

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**PARADOX COLLEGE MINISTRY WORSHIP TEAM**

- Lead, organize, and coordinate musical worship for The Paradox Church's weekly gathering for college students

**EXODUS RETREAT COUNSELOR**

- Weekend retreat with the mission of helping first-year TCU students find church homes

**FROG CAMP FACILITATOR**

- Extended orientation program focused on the mentorship of incoming students

**ALPHA PSI OMEGA**

- National Theatre Honor Society dedicated to community service and artistic growth

**HERE COMES TREBLE (2018-2020)**

- TCU's premiere all-female a capella group

***TECHNICAL SKILLS***

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Adobe Photoshop  
AP Style

Adobe Premiere  
Final Cut Pro

***NOTABLE COURSEWORK***

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Public Relations  
Advertising  
Digital Storytelling  
Design  
Ethical Leadership

Research  
Media Law  
Strategic Writing  
Social Media  
Case Studies