

MADI WOODS

Public Relations Professional

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WORK EXPERIENCE:

Painting Pictures Co.

Public Relations Coordinator | May 2024 - Present

- Created calendar listings for notable festivals and events, landing placements in outlets such as Dallas Morning News, DoTheBay, and CultureMap.
- Aided in drafting pitches and social media copy to promote client initiatives.
- Assisted in festival production and relevant press check-in and direction.
- Drafted and published press releases and media advisories.

Public Relations Intern | September 2023 - May 2024

- Monitored the various media sources to track mention of our eight clients or relevant topics.
- Enhanced media lists to target key journalists and influencers, maximizing outreach and coverage potential.

Beach House PR

Public Relations Intern | August 2023 - December 2023

- Successfully composed and presented a client strategy creative brief for Altern Haircare.
- Drafted pitches to promote beauty and wellness clients' initiatives, landing placements in outlets like Allure and Byrdie.
- Utilized MuckRack daily when media list building and pulling data (including UVPM) for clients' press placements.
- Supported PR research, planning, implementation, and evaluation efforts.
- Conducted and reported on a competitor analysis of clients and their largest competition.

MangoRx

Marketing Intern | June 2023 - August 2023

- Supported Partner Operations Manager in marketing and research and development.
- Assisted CEO with press operations.
- Researched media contacts in the pharmaceutical industry.
- Communicated with the partner PR and digital agency to facilitate ideas and renderings.

EDUCATION:

2020 - 2024 | The University of Texas at Austin

Bachelor of Science, Public Relations, Minor in Business (GPA 3.7)

2023 | American Institute of Foreign Studies

Spring Study Abroad - Florence, Italy

LEADERSHIP & ACTIVITIES

PRSSA

Active Member | August 2023- May 2024

LV Collective, Austin

Brand Ambassador | May 2022 - August 2023

- Provided customer education while promoting student housing.
- Marketed deals and amenities by planning social media content to target college demographic.

Alpha Phi, UT Austin

Marketing and Apparel Team Member | August 2020 - May 2021

- Designed and produced apparel for large events.
- Communicated with vendors and respective team members regarding licensing, designs

SKILLS:

- **Skills:** AP Style, Social Media Management (HootSuite), Research, Content Analysis, Muckrack
- **Certificates:** Fundamentals of Social Media, Influencer Marketing, Media Framing & Ethics, Introduction to Diversity in PR, Fundamentals of Media Relations, Introduction to PR Ethics
- **Honors:** Dean's Honor's List Fall 2020, Fall 2021
- **Languages:** Intermediate Italian, Conversational Spanish
- **Relevant Courses:** Advertising Research, PR Techniques, PR Law & Ethics, Journalism Practices, Principles of Marketing, Brand Communications, Integrated Communications Campaigns, Integrated Communications Management.