

MADISON KARASINSKI



CONTACT



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EDUCATION

BACHELOR OF ARTS IN PUBLIC RELATIONS AND ADVERTISING

Oakland University, Rochester MI

12/2025

- Minor in Interactive and Social Media
- GPA 3.56
- President's List: College of Arts and Sciences, Winter 2024, Fall 2024
- Dean's List: College of Arts and Sciences, Winter 2025

EDUCATION

Internal Public Relations

Media Design

PR/Advertising Campaigns & Writing

PR Research Methods

Advertising Copywriting

SKILLS

Social Media Management

Website Management

Content Creation

Graphic Design

Advertising Copywriting

SUMMARY

College senior majoring in Public Relations and Advertising seeking a PR, Advertising, or Social Media internship or job. Demonstrated ability to enhance social media platforms, implement innovative marketing strategies, and increase engagement metrics. Eager to apply creativity and leadership skills in a professional environment for continuous learning and impactful contributions.

EXPERIENCE

MARKETING AND ADVERTISING INTERNSHIP

Oakland University School of Health Sciences
Oakland University, Rochester MI

9/2024 - 12/2024

- Created visually compelling graphics, stories, and posts, and promotional materials, using tools such as Canva, to enhance social media presence.
- Tracked the analytics for the Facebook, Instagram, and X accounts by using META Business Suite, to improve our engagement and content interactions.
- Scheduled and managed weekly posts and stories using META Business Suite, to maintain consistency and timeliness of content.

SOCIAL MEDIA/WEBSITE MANAGER

Gamma Phi Beta Sorority, Inc., Delta Omega Chapter
Oakland University, Rochester MI

1/2023 - 12/2023

- Established a platform for Gamma Phi Beta by posting weekly on Instagram, Facebook, and TikTok, which increased the organization's engagement.
- Designed content/graphics by using Canva, to showcase creativity and advertisement, and obtain more attention from followers.
- Managed the website using Wix, and updated it when needed, keeping the websites information fresh and in pristine condition.