

# MADISSON BORING

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## PROFESSIONAL EXPERIENCE

**The Miss Universe Organization** | Atlanta, Georgia

Nov 2019 - Dec 2019

### **Public Relations Assistant**

- Secured media, messaged talent and facilitated interviews resulting in multiple national story placements in outlets including Glamour, Insider and People Magazine
- Vetted incoming press inquiries and coordinated interviews for all 90 Miss Universe contestants
- Facilitated a contestant press junket, two press conferences and a red carpet
- Managed 250+ credentialed media outlets during pre-production events and the live telecast of the 68th Annual MISS UNIVERSE®
- Wrote and edited the official press release detailing 2019 MISS UNIVERSE® results

**The Miss Universe Organization** | New York, New York

Jan 2019 - Aug 2019

### **Public Relations Intern**

- Facilitated media relations resulting in coverage in Yahoo! News, MTV News, Insider and more
- Built targeted media lists surrounding the 2019 MISS USA® competition and titleholder media circuits
- Led publicity efforts that generated 300 local stories during pre-production and live telecast of the 68th Annual MISS USA®
- Compiled weekly news briefings distributed to Miss Universe Organization and Endeavor executives
- Served as a Miss Universe Organization brand representative while managing talent (Miss Universe, Miss USA and Miss Teen USA) at 20+ national events and media appearances

**Cision** | Cleveland, Ohio

June 2018 - Aug 2018

### **Public Relations Intern**

- Curated social media content for multiple PR Newswire Twitter channels
- Developed media strategies and analyses of client campaigns using the Cision Communications Cloud
- Managed cross-departmental coordination among sales, customer service, editorial and creative services teams
- Spearheaded and implemented an office-wide event resulting in \$500 for a local charity

## CAMPUS MEMBERSHIPS

**Ohio University Center for Consumer Research & Analytics** | Athens, Ohio

Sept 2019 - April 2020

### **Research Associate**

- Conducted a full marketing research project for notable companies including Kroger and Frog Ranch Foods
- Designed and collected quali-quant research including online surveys, focus groups and in-depth interviews
- Analyzed results and developed key insights and recommendations presented to company executives

**Alpha Delta Pi Sorority** | Athens, Ohio

Jan 2018 - Dec 2018

### **Recruitment and Marketing Vice President**

- Led 140 women during weekly chapter meetings as a member of the executive board
- Completed and implemented all formal recruitment plans for 750 potential new members and 120 active members
- Increased formal recruitment round retention rates by 17 percent

## EDUCATION

**Ohio University E.W. Scripps School of Journalism** | Athens, Ohio

Class of May 2020

**Bachelor of Science in Journalism (Strategic Communication); Marketing Minor**

Summa Cum Laude