

Madeline Bieniarz

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Experience

PUBLIC HEALTH INSTITUTE OF METROPOLITAN CHICAGO Communications Coordinator

Chicago, IL
January 2024 – April 2025

- Designed a variety of marketing materials using Canva and Adobe Creative Suite, including flyers, brochures, one-pagers and social media posts to support organizational programs
- Maintained and updated the PHIMC website on WordPress, occasionally coding in HTML
- Developed and executed targeted email campaigns using Constant Contact
- Planned and coordinated conferences and in-person events
- Captured, edited, and filed photos and videos from events for promotional and internal use
- Developed and managed a social media content calendar, creating and scheduling posts that equitably represented all programs at the Institute
- Communicated with and maintained relationships with a diverse group of program participants
- Facilitated group training sessions for social media

TOMS PRICE HOME Administrative Assistant

Chicago, IL
June 2023 – December 2023

- Served as the first point of contact for clients and visitors
- Answered and directed calls and emails
- Managed office supplies and ordered new stock
- Organized and maintained physical and digital files

CHICAGO SYMPHONY ORCHESTRA Design Intern

Chicago, IL
April 2023 – June 2023

- Created digital and print advertising assets with Adobe InDesign to support advertising efforts for upcoming concerts
- Collaborated with the team to design new batches of ads, meeting weekly deadlines
- Maintained corporate branding on all assigned projects
- Designed concepts for Apple Music Classical playlist cover art

LEAP CONNECT INC. Marketing Intern

San Francisco, CA, *Remote*
January 2022 – May 2023

- Maintained a social media content calendar in a fast-paced, start-up environment
- Created and edited digital content for social media using Canva
- Wrote captions and copy for social media posts and marketing materials
- Worked with the team to develop branding concepts for an evolving social media application
- Utilized paid social media advertising on Instagram to drive users to the app
- Followed the brand style guide on all posts and marketing materials

Education

DePaul University

Chicago, IL

Bachelor of Arts
Major in Public Relations and Advertising
Cumulative GPA: 3.9

June 2023

Skills

Adobe Creative Suite, Copywriting, Editing, HTML, Web Design, Email Marketing, Video Editing, Social Media Marketing, WordPress, Constant Contact, Hootsuite