



MADELYN BRASHER

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Undergraduate Senior

EDUCATION

Hewitt-Trussville High School

Highschool Diploma
2018-2022

The University of West Alabama

B.S- Integrated Marketing Communications
2022-2025 | 3.879 GPA

SKILLS

- Experience with Tyler Technologies
- Adaptability for change
- Driven
- Experience with CRM systems
- Exceptional time-management
- Organized
- Public Speaking
- Photography
- Computer Literacy
- Well-rounded

HONORS

- Phi Eta Sigma
- Blue Key Honor Society
- Lambda Pi Eta
- Omicron Delta Kappa
- Order of Omega
- Consistently on Dean's and Presidents List

EXPERIENCES

- Served 2 years as Chapter President of Alpha Sigma Tau
- Attended the 125th National Conference for Alpha Sigma Tau in Norfolk, VA
- Selected to be a participant for AST Excel, which taught me emotional intelligence skills in Indianapolis, IN
- Served as UWA's Panhellenic delegate at the Southeastern Greek Leadership Association in Atlanta, GA
- Serve as the Vice President of the UWA chapter of The Blue Key Honor Society and attended the National Conference in Flagstaff, AZ
- Studied Abroad in Bundoran, Ireland, and Liverpool, England
- Mascot for the Irondale Fire Department
- Created a small business designing and making buttons
- Traveled for career opportunities
- Completed multiple event projects in class
- Content Editor for the ZONE Magazine

PROFESSIONAL EXPERIENCE

Sales and Product Assistant

Bald Rock Bees | May 2011-current

- Promote honey products verbally and digitally
- Inform customers about honey benefits
- Manage financials at farmers' markets
- Process honey from the hive to the bottle
- Partner with Sweet Grown Alabama to promote local farmers

Produce Department Employee

Food Land| August 2022-January 2024

- Prepared fresh produce for purchase by customers
- Informed customers about different produce types
- Managed expired foods and completed proper disposal
- Organized truck loads to shelves or storage

Housing | RA and Hall Director

The University of West Alabama| August 2023-May 2025

- Managed residents as an RA and 14 RAs as the freshman dorm Hall Director
- Created passive programming for the residence hall
- Communicated expectations and important information
- Provided guidance and structure during stressful situations

University Recruitment | Student Ambassador

The University of West Alabama| January 2023-current

- Lead summer orientations and get new students prepared for college life
- Conduct campus tours for prospective students and families
- Input student contacts into a database

Public Relations Department Intern

Irondale City Hall and Irondale Fire Department| June 2025-current

- Communicate with local businesses
- Develop websites
- Design multiple fliers and graphics for various city events
- Plan city events for first-responders
- Assist in social media management by providing photographs and captions
- Manage invoices for outside vendors
- Design monthly graphics and captions for fire safety
- Capture staff headshots and edit as appropriate

Student Life Employee

The University of West Alabama | January 2025-current

- Photograph student events on campus
- Interact with students to engage them in events
- Assist in event planning for the campus