

Madison Cain

+1 (330) 242-4495 • San Diego, California • maddi@maddicain.com

EDUCATION

San Diego State University | Bachelor of Arts, Communication | Summa Cum Laude | 3.8 GPA **May 2023**

- *Relevant courses:* Leadership, Conflict-Management, Intercultural Communication, Politics and Communication, Interpersonal Communication, Writing and Rhetoric
- *Presented Research* on history and culture at the Native & Indigenous Research and Art Symposium
- *Study Abroad Summer 2022*, The American University of Rome. Rome, Italy

Honors & Awards: *San Diego State University* Dean's List Fall 2019-Spring 2022, Spring 2023

SKILLS

Microsoft Office | Social Media | Copywriting | Written Communication | Marketing | Oral Communication | Adaptability | Final Cut-Pro | Adobe Creative Suite | Hootsuite | Qualitative and Quantitative Analysis | Canva |

PROFESSIONAL EXPERIENCE

Marketing and Social Media Manager Jan 2020 - May 2023

Epsilon Eta | San Diego State University

- Created, scheduled, and published content over 3 times a week across Instagram and other platforms using Canva.
- Managed social media campaigns to promote events and increase engagement; tripled membership in one semester.
- Collaborated with campus organizations and coordinated over 10 successful events per semester.
- Ensured brand consistency and implemented new design standards for digital materials.

Freelance Social Media Content Creator and Copywriter June 2023 - Sep. 2024

San Diego, California

- Designed and produced engaging multimedia content for social platforms, increasing client engagement by up to 40%.
- Wrote tailored copy for social media, blogs, and marketing campaigns, aligning brand voice with audience trends.
- Conducted market research and content analysis to inform strategy; presented actionable insights to clients.

Shift Manager Oct. 2018 - May 2022, Oct. 2024 - July 2025

Jamba Juice | San Diego, California

- Led a team of employees in a fast-paced environment, balancing customer service and operational tasks.
- Mentored and trained new hires in store procedures and customer communication techniques.
- Used clear and concise communication to de-escalate customer concerns and solve problems quickly.

Shift Manager Jan. 2023 - June 2024

Tutti Frutti | San Diego, California

- Mentored over six new hires on the existing practices.
- Resolved problems quickly with customers.
- Utilized leadership and communication skills within a team environment.

ADDITIONAL EXPERIENCE

Pledge Service Vice President Sep. 2022 - Dec. 2022

Alpha Phi Omega | San Diego State University

- Fostered connections with existing non-profit organizations to plan events for over 60 people.

Volunteer Coach Feb. 2025 - Present

Street Soccer USA | San Diego, California

- Mentored and led youth through community-based sports programs.

View writing samples, design projects, and social media campaigns at **Maddicain.com**