

MADELINE HECTOR


Communicator + Creator


Experienced social media professional.
Finding opportunity everywhere.
Making social feeds more exciting
along the way.


CONTACT

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www.maddiehector.com


SOCIAL MEDIA

 @maddiehectorr

 @maddiehectorr

 Maddie Hector

 Madeline Hector

 @maduhlineee

REFERENCES

Dr. Molly Harris
Dean of Students
Grayson College
harrism@grayson.edu

Jerry Scott
Director of Media Relations
Arkansas State Athletics
jscott@astate.edu

EXPERIENCE

SOCIAL MEDIA AND SPORTS INFORMATION SPECIALIST

GRAYSON COLLEGE | SEPTEMBER 2020- PRESENT

- Create and manage content for @gcvikings, @graysoncollege, and all sports social media accounts including, baseball, softball, men's and women's basketball.
- Increased engagement on @gcvikings by 53.4%
- Live-tweet and serve as media contact for all sports
- Write post-game recaps, update athletic website, and other media duties as assigned.
- Serve as campus/team photographer, videographer, storyteller.

COORDINATOR OF PARTNERSHIP SERVICES

LEARFIELD IMG COLLEGE | DECEMBER 2019-AUG 2020

- Oversee 80+ partner accounts, manage and implement necessary elements
- Coordinate game day operations and provide a fun, professional atmosphere to our partners
- Organize contract and financial binders during and after the respected seasons
- Create outstanding client experience to partners, on and off the field
- Manage social media accounts, engage with the Red Wolf fan base
 - @RedWolves_SP

STUDENT ASSISTANT FOR MEDIA RELATIONS

A-STATE ATHLETICS | JANUARY 2019-DECEMBER 2019

- Promote Arkansas State in a positive manner through external and internal communications.
- Manage social media platforms, maintain website updates, create press releases and assist with media guide creation.
- Perform statistical job duties on game days and other media/public relations assignments.

EDUCATION

ARKANSAS STATE UNIVERSITY- B.S. OF SCIENCE

JONESBORO, ARKANSAS | 2016-2019

MAJOR: STRATEGIC COMMUNICATIONS: EMPHASIS IN PUBLIC RELATIONS, ADVERTISING, SOCIAL MEDIA

GPA: 3.9

SKILLS

- Adobe
- Canva
- Time Management
- Content Creation
- Hootsuite Analytics
- Social Media Generalities
- Pop culture identifier
- Event planning
- Leadership + Initiative
- Hospitality
- Public speaking
- High energy and enthusiasm
- Eager to learn and to impress
- Building relationships