

# Madison Frilot



**Contact me:**

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Portfolio: [www.madisonfrilot.com](http://www.madisonfrilot.com)

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## WRITER / DESIGNER / PUBLICIST

A motivated, efficient, creative, bubbly, and focused problem-solver, Madison always delivers new, innovative ideas matched with the pitching and communication skills to share them.

## Educational History

### BOSTON UNIVERSITY

Bachelors in Advertising  
Minor in Artistic Administration  
Cum Laude, GPA: 3.58  
Class of 2020

## Volunteer / Awards

- Berkeley Food Pantry Volunteer
- COVID-19 Relief Volunteer for Albany Unified School District
- Edge Dance Company Lead Choreographer 2017-20
- Boston University Dance Team 2016-17
- Boston University Daily Free Press Columnist 2016-18
- Professional Yoga Instructor
- RYT 200 Hour Certification 2019
- Boston University Student Scholarship Recipient 2016-20
- Graduated Cum Laude

## Skills

Adobe Suite - Microsoft Office Suite - Wordpress/Wix - Canva - MailChimp - Social Media & Target Audience Analytics - Punctuality - Critical Thinking - Creativity and Innovation - Professional Dancer and Choreographer - Spanish (Intermediate)

## Work Experience

### ACCOUNT EXECUTIVE

*Anika PR*

July 2020 - present

- Headed several accounts and was in charge of all strategy and execution of pitching
- Secured interviews, publications, podcasts, and guest blogs including Forbes and Business Insider
- Wrote articles, blogs, press releases and media alerts
- Managed Anika PR and several clients' social media accounts
- Created graphics, logos and websites

### COMMUNICATIONS INTERN

*The San Francisco Ballet*

Summer 2019

- Pitched a new, more concise and accessible biography format in a formal creative brief (see portfolio); project was approved, extending internship
- Pulled highlight quotes from performance reviews for the 2020 Season brochures and website

### DIGITAL MARKETING INTERN

*Brilliant Corners Artist Management*

Summer 2019

- Target Market Analytics Project: used back end analytics to form comprehensive target audiences for Death Cab for Cutie, Toro y Moi, PUP, Soccer Mommy, Phantogram and Josh Ritter.
- Kept track of ticket sales and tour itineraries

### ADMINISTRATIVE ASSISTANT

*Something for the Weekend, London*

Spring 2019

- Coordinated travel, accommodation and tour details for the casts and staff for the Edinburgh Festival Fringe
- Worked closely with the GM, Marketing & Production Coordinator, and Tour Manager

### ADVERTISING INTERN

*107 Projects, Sydney*

Summer 2018

- Produced and implemented creative and strategic briefs
- Completed office/administrative tasks
- Worked with event planning and execution for eight arts and entertainment events

### DIGITAL MEDIA INTERN

*Rapt Studios*

Winter 2017

- Researched outreach prospects for business development in the branding sector
- Completed competitor analysis
- Blogged for Rapt's portfolio and created social media strategy briefs

**MF**

