



# Madi K. Goddard

801-541-8852 | madikgoddard@gmail.com | madikgoddard.com | Salt Lake City

## EDUCATION

BA, Communication, Westminster University, Salt Lake City, Anticipated August 2024

## COMMUNICATION EXPERIENCE

**Website Designer**, Utah Debate Coaches Association, Spring 2024

- Client communication liaison for a seven-member team
- Design layout and logos for the website
- Collaborate with the website development team to implement designs

**Marketing/Communication and Events Intern**, Gore Giovale Center for Innovative Leadership, Westminster University, Salt Lake City, Fall 2023 - Present

- Create stickers, posters, and social media posts using Canva and Adobe Illustrator
- Assist in developing and managing a content calendar with at least three posts weekly
- Participate in weekly strategy meetings to plan events & social media content
- Design and execute social media ad campaigns using analytics data from Instagram and LinkedIn
- Event photography and basic photo editing
- Write for radio, social media, event promotion, and panels
- Communicate with departments across campus to plan four community events and a Women in Leadership Week of events
- Assisted in planning and executing four panel conversation events with 50-100 attendees

**The Forum**, Westminster University, Salt Lake City, August 2022 - Current

- **Production and Podcast Editor**, August 2023 - Current
  - Manage and edit visual, audio, and written content for ten reporters
  - Manage the use of video and audio equipment
  - Provide office hours to assist reporters
- **Staff Reporter**, Fall 2022
  - Researched and wrote seven published articles
  - Conducted interviews with faculty, students, and community members

## OTHER EXPERIENCE

**Host and Server**, Joe's Crab Shack, Sandy, UT, July 2019 - Current

## SKILLS

Adobe Illustrator	Adobe Premiere Pro	Instagram Advertising
Adobe Photoshop	Adobe After Effects	LinkedIn Advertising
Adobe InDesign	Canva	Photography



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## REFERENCES

### **Matthew Baker**

Academic Adviser, Forum Adviser  
Westminster University  
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### **Erin Coleman Serrano**

Associate Professor, Communication  
Westminster University  
ecoleman@westminsteru.edu

### **Lindsie Smith**

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