

Madeline Holland

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EDUCATION

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

expected graduation, May 2027

Bachelor of Arts in Communications/Media & Journalism

Media & Technology/Advertising & PR

GPA: 3.89

Honors and Awards

Dean's List (Fall 2023, Spring 2024, Fall 2024, Spring 2025)

Triangle Federation Scholarship (May, 2024)

Don and Barbara Curtis Excellence Scholarship (September, 2025)

Study Abroad Scholarship (November, 2025)

WORK EXPERIENCE

PURPLE BOWL, Chapel Hill, NC

Head of Social Media and Advertising

May 2025 – present

- Executed creative campaigns to launch seasonal drinks, including the Blueberry Pancake Latte, now one of the shop's most popular items
- Directed social media strategy across TikTok, Instagram, and coffee accounts, producing content with 40K+ views
- Designed graphics, advertisements, and visually engaging content to align with trends and brand identity
- Optimized use of excess stock by developing innovative menu items that minimized waste and generated customer excitement

Shift Lead

September 2023 – present

- Supervise daily operations and lead staff to ensure smooth workflow and customer service
- Managed inventory and internal communications to maintain efficiency and collaboration among staff independently

CONSTELLATION LEARNING

Social Media Manager

June 2025 – present

- Utilized Instagram to grow the private online school to 500+ students
- Filmed, edited, and produced video content to create promotional and informative advertisements
- Analyzed performance metrics to maximize platform growth

WRITING/EDITORIAL EXPERIENCE

HonorBridge PR Campaign, NC

Principles of Advertising and Public Relations

January – May 2025

- Developed a comprehensive PR campaign for HonorBridge, conducting market research and SWOT analysis to address declining organ donor registration in NC
- Created a \$25,000 budget with defined goals, deliverables, and evaluation metrics

KidScope PR Campaign, Chapel Hill, NC

Principles of Advertising and Public Relations

August 2025 – present

- Collaborated with a local nonprofit to complete a communication audit, social media calendar, and new website

HeelPrint Communications, UNC

Student Media & PR Organization

October 2025 – present

- Redesigned SolarEquity website, conducted media audit, and optimized UX/UI for user engagement

SKILLS

- **Writing & Editing:** AP style, press releases, social media copywriting, proofreading
- **Content Management:** Adobe Illustrator, Canva, Premiere Pro
- **Website Design:** HTML, JavaScript, CSS, Visual Studio Code