

# Madelyn McArthur

Creative Marketer, Educator, & Artist

## Skills

Illustrator  
Photoshop  
InDesign  
Microsoft Office  
SurveyMonkey  
Prospect 2  
ActiveCampaign  
Mailchimp  
Canva  
Procreate  
  
Design  
Data Analysis  
Lesson Planning  
Leadership  
Flexibility  
Inclusivity  
  
Painting  
Printmaking  
Digital Illustration

## Experience

### Marketing Intern *(September 2023- Present)*

#### Cincinnati Symphony Orchestra, Cincinnati, OH

- Assists with executing audience engagement projects, including sourcing and designing banners, prints, and informational boards for a preconcert exhibition attended by 940 people.
- Analyzes survey data weekly and reports conclusions.
- Developed, sourced materials for, and executed a pre-concert family event, attended by over 2,000 people.
- Created inclusive family resources including a social story and expectations list for a sensory-friendly event.
- Developed and executed a market research plan to gather information on student interests, awareness, motivations, and barriers in regards to attending CSO programs.
- Executed digital marketing plan utilizing results of market research plan, reaching 1,600 people within the first post.

### School-Based Learning Intern *(September 2023- November 2023)*

#### Cincinnati Art Museum, Cincinnati, OH

- Designed for booklets, flyers, social media posts, and blog articles promoting and providing information for the museum's School-Based Learning Programs.
- Developed seven unique lesson plans by drawing information from the permanent museum collection, current and upcoming exhibitions, and considerations of sustainability and accessibility.
- Assisted in facilitating eight different community events by giving presentations, prepping materials, and coordinating logistics.
- Taught art classes to groups of high school students, assisted in classes of pre-k to kindergarten students, and taught a workshop to adult students.

### Art & Marketing Intern *(January 2023- April 2023)*

#### Heartfelt Tidbits, Cincinnati, OH

- Designed, illustrated, and created content for fundraising and social media, including labels, newsletters, and promotional posts.
- Increased social media viewer interaction by 20% during internship.
- Managed and updated Heartfelt Tidbit's official website, Facebook, Instagram, and LinkedIn accounts, reaching over 700 people.
- Taught different mediums of art to classes of 10-20 children from varying age groups, and created detailed lesson plans using available materials.

## Education

### University of Cincinnati DAAP, *(2020-2024)*

Bachelor in Fine Arts, Minor in Marketing  
GPA 3.4 | Cincinnati Scholarship