

MADLINE DRAYER

MARKETING & COMMUNICATIONS PROFESSIONAL



CONTACT

📞 814-844-4313

✉ Maddydray1@gmail.com

📍 Erie, PA

🌐 www.linkedin.com/in/maddy-drayer

🌐 marketingwithmaddy.org

EDUCATION

Slippery Rock University of Pennsylvania Master of Business Administration (MBA)

Completed July 2025

Bachelor of Science in Business Administration (BSBA)

Major in Marketing

Completed May 2023

SKILLS

Core Marketing & Communication Skills

- Strategic Brand Messaging
- Content Creation & Storytelling
- Verbal and Written Communication
- Social Media Strategy & Execution
- Web Content Development
- Visual Branding & Layout Design

Engagement & Outreach

- Relationship Building & Stakeholder Communication
- Event Planning & Community Engagement
- Fundraising Campaign Support

Strategic & Organizational Strengths

- Strategic Planning & Project Management
- Cross-Functional Collaboration
- Leadership & Team Coordination

Technical Skills

- Canva, Adobe Creative Suite, Sprout Social, Meta Business Suite, Wordpress, Mailchimp, Microsoft Office

SUMMARY

Creative and results-driven marketing and communications professional with a proven ability to drive brand visibility, engagement, and fundraising outcomes in the healthcare sector through the execution and management of high-impact, multi-channel campaigns. Experienced in strategic messaging, content development, media relations, graphic design, event planning, and cross-functional collaboration. MBA-trained in strategic decision-making and business operations.

EXPERIENCE

Marketing & Communications Specialist

LECOM Health

Erie, Pennsylvania

2023-Present

Key Results:

- Managed multi-channel marketing efforts for the 2025 Winter Wings of Hope fundraising campaign that drove a 25% increase in gross profit.
- Designed and implemented a data-informed social media strategy and content calendar for the organization's Facebook page, driving a 116% increase in organic impressions and a 19.3% increase in organic engagements from September to October, followed by a 115% increase in net follower growth in December and continued gains in organic impressions (+42.4%) and organic engagements (+58.8%).
- Led event planning and internal marketing efforts for LECOM Health's Culture of Caring event, a company-wide event attended by 400+ employees, representing a notable increase in attendance and participation compared to the prior year.

Additional Experience:

- Owned campaign strategy from planning through execution, managing timelines, messaging frameworks, and cross-channel coordination to deliver cohesive, high-impact campaigns.
- Developed a wide-range of print and digital marketing collateral—including social media graphics, web content, billboards, and print materials—to support marketing initiatives and organizational branding.

Additional Experience (Continued):

- Led media relations efforts by coordinating and participating in live television interviews, as well as authoring press releases, media advisories, and radio spots to publicize events, services, and key initiatives, contributing to increased media coverage and public awareness.
- Managed organizational websites and social media accounts, executing targeted content strategies to promote services, fundraising campaigns, and community programs.
- Supported the planning, execution, and promotion of large-scale organizational events and conferences, including the LECOM Health Culture of Caring Event, HERO LTC RISE Continuing Education Conference, LECOM Primary Care Continuing Medical Education (CME) Conference, and the LECOM Student Scholarship Auction.
- Strengthened relationships with community partners by representing the organization at sponsored community events, including the Erie Walk to End Alzheimer's® and the Erie American Heart Association Heart Walk, while collaborating with vendors, nonprofit organizations, and local stakeholders to support outreach, fundraising, and brand visibility.
- Supported LECOM Health's role as presenting sponsor for the Erie Walk to End Alzheimer's® by leading internal promotion, employee engagement, and fundraising and awareness initiatives.
- Selected to participate in and successfully completed the "LECOM Leaders" leadership development program in recognition of demonstrated leadership potential and performance.

Senior Brand Ambassador

American Eagle Outfitters
Grove City, Pennsylvania
January 2022-May 2023

- Provided day-to-day leadership and mentorship to brand ambassadors, supporting team members on the sales floor and modeling high standards of customer service and brand representation.
- Oversaw front-end and cash wrap operations during peak retail periods, including serving as lead during Black Friday 2022, resolving customer concerns and maintaining operational efficiency.
- Recognized for exceptional performance in customer loyalty initiatives, earning the "Loyalty Royalty" award for highest credit card and loyalty program enrollments.
- Led onboarding and training for new hires, ensuring a smooth transition and consistent service and sales standards across the team.
- Supported recruitment efforts by assisting with hiring processes and coordinating in-store hiring events.
- Created and managed localized content for the store's Instagram account, contributing to increased customer traffic and in-store engagement.
- Delivered personalized styling recommendations by leveraging current fashion trends to enhance the customer experience and drive sales.
- Promoted brand awareness through in-person engagement and social media initiatives, supporting broader marketing efforts and expanding the store's local reach.

Brand Ambassador

American Eagle Outfitters
Grove City, Pennsylvania
July 2021-January 2022

- Promoted brand loyalty through customer education on promotions, loyalty programs, and key brand initiatives.
- Delivered high-quality, customer-centric service to support satisfaction and repeat business.
- Applied consultative selling techniques to identify customer needs and recommend products that drove sales growth.
- Promoted to Senior Brand Ambassador within six months in recognition of strong performance, leadership, and customer engagement.

Additional Experience (Continued):

Server

Union City Moose Lodge #882

Union City, Pennsylvania

April 2020-December 2021

- Delivered high-quality service in a fast-paced, high-volume environment while ensuring positive guest experiences.
- Coordinated orders and resolved guest concerns efficiently while collaborating with kitchen and bar staff.
- Demonstrated strong communication, time management, and problem-solving skills through consistent customer and team interaction.

VIEW MY PORTFOLIO

marketingwithmaddy.org

