

# Madison Thomas

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## EDUCATION

### Western Carolina University, Cullowhee, NC

December 2025

*Bachelor of Science in Communication  
Concentration: Public Relations  
Minor: Psychology*

## PROFESSIONAL EXPERIENCE

### Cherokee Indian Hospital Authority, Cherokee, NC

May 2025–August 2025

#### *Public Relations & Marketing Intern*

- Orchestrated large-scale events including galas, community programs, and staff recognition events that result in heightened brand visibility and stronger stakeholder engagement.
- Researched and analyzed market trends and audience behaviors to generate insights that directly shaped strategic marketing decisions and campaign messaging.
- Collaborated and coordinated with integrated teams to spearhead marketing campaigns, contributing to 15% sales increase and expanded market reach.
- Produced social media engagement by 30% and strengthened community connections.

### Cherokee Speedway, Gaffney, SC

March 2025–Present

#### *Public Relations Specialists*

- Designed and delivered dynamic digital content that strengthened audience interaction and amplified brand presence across social media platforms.
- Contributed to the development of press releases and media materials that gained broader coverage and reinforced positive brand reception.
- Partnered with cross-departmental teams to implement marketing campaigns that enhanced audience reach and supported business growth objectives.

### Grayson Wells Racing, Traveling Job

March 2025–December 2025

#### *Marketing Director*

- Managed all public relations and marketing efforts for a professional dirt racing team, ensuring consistent brand messaging across digital and traditional channels.
- Created engaging social media content, including posts, images, and videos that increased fan interaction and sponsor visibility.
- Captured high-quality photography and video during races and events, traveling with the team to document on-site experiences for promotional campaigns.
- Traveled extensively with the team to events and races, ensuring timely content delivery and coverage of all key moments.

## PROJECTS & EXTRACURRICULAR

### Promotional Video

September 2025

- Planned and executed filming and post-production, including editing, graphics, and music integration.
- Distributed content across social media and sponsor channels to increase fan engagement and brand visibility
- Enhanced marketing and PR efforts by creating a visual storytelling piece that supported sponsorship and promotional initiatives.

#### Leadership experience

May 2024- July

2025

##### Western Carolina Dance Team

- Mentored new team members, guiding technique and supporting skilled development during rehearsals.
- Facilitated choreography sessions and practice planning to ensure polished and cohesive performances.
- Represented the university at performances and competitions, promoting school spirit and community engagement.

##### Tsali Care Center

- Directed the public relations department at Tsali Care center, overseeing all communications and promotional initiatives.
- Assumed leadership of the PR department after transferring from Cherokee Indian Hospital demonstrating adaptability and organizational reliability.

## TECHNICAL SKILLS

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**Canva:** Proficient in using Canva for designing graphics, social media posts, flyers, and marketing material.

**Social Media Management:** Skilled in managing platforms (Facebook, Instagram, TikTok) including content scheduling, audience engagement, and analytics tracking.

**Adobe InDesign:** Experiences in creating professional layouts for brochures, press kits, and marketing collateral.

**Press Release Writing:** Competent in drafting press releases that communicate key messages to media outlets and stakeholders.

**Analytics:** Skilled in tracking and interpreting engagement, reach, and performance metrics to optimize campaigns.