

Madisen Buechler

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Career Objective

Strategic Communications Professional with over four years of experience across **fashion, nonprofit, government, and environmental sectors**, specializing in search engine marketing (SEM), event marketing, and digital communications. Proven ability to elevate brand visibility, manage high-profile campaigns, and coordinate events for small businesses, government agencies, and environmental initiatives. Expertise in crowdfunding, grant writing, and digital strategy development for diverse industries. Passionate about contributing my knowledge to dynamic organizations that value innovation, sustainability, and community engagement.

Professional Experience

California State DC Scholars Program **Washington, DC, USA (Remote)**
Lead Strategic Communications & Fundraising Coordinator (Contract) ***August 2020- Present***

- Play a pivotal role within the Cal State DC Scholars Program, concurrently serving as the Newsletter Writer, Social Media Manager, and Crowdfunding Campaign Coordinator.
- Create engaging, informative newsletters to keep stakeholders informed about program initiatives and successes.
- Manage the program's online presence, curating content and engaging with the community to promote program goals, while also leading crowdfunding campaigns to secure financial aid, ensuring program sustainability and accessibility to students.

Johanna Johnson Inc. **Sydney, NSW, AUS**
Executive Assistant ***May 2023- June 2024***

- Collaborate closely with fashion designer Johanna Johnson, assisting with various design-related tasks.
- Manage schedules, appointments, and travel arrangements to ensure a well-organized design studio.
- Coordinate and support fashion shows, including backstage management and model coordination.

Geeks Without Frontiers **Washington, DC, USA**
International Programs Analyst ***August 2020- September 2022***

- Support the development and coordination of Geeks Without Frontiers' broadband initiatives.
- Design websites for Geeks Without Frontiers and its clients, assessing partnership and sponsorship opportunities.
- Ensure compliance standards for best practices are followed in all projects and programs.

Government Executive Media Group **Washington, DC, USA**
Public Relations & Media Intern ***September 2020 - January 2021***

- Managed a portfolio of event programs and digital experiences for the US Department of Defence & US Space Force
- Owned the program timeline and overall management for all assigned events.
- Maintained day-to-day communications with clients, internal executives, staff, colleagues, speakers, vendors, and other program participants.

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Smithsonian Institution, Office of International Relations

Washington, DC, USA

Digital Marketing & Events Intern

February 2020- May 2020

- Assisted in developing strategies for the Earth Optimism Summit, transitioning it to an online event.
- Developed a communications plan that reached an audience of 19 million people globally.
- Maintained the Earth Optimism Summit website and handled text, graphic design, and sponsorships.

US National Wildlife Federation

Austin, TX, USA

Marketing & Communications Intern

May - August 2016, 2017 & 2019

- Organized and coordinated public relations events for NWF and its film partners.
- Drafted press releases and managed communications for the launch of NWF-related films.
- Wrote educational kits for films, including "Dora and the Lost City of Gold," "An Inconvenient Truth Sequel," "The Nut Job 2: Nutty By Nature," and "Naledi: A Baby Elephant's Tale."

Education

University of New South Wales

Sydney, NSW, AUS

Dual Masters in Public Relations and Advertising & Design

May 2022 - December 2024

Dean's List 2022 - 2023

American University

Washington, DC, USA

Bachelor of Arts in Communication

August 2016- May 2020

Public Relations and Strategic Communications

Minor: Business and Entertainment

Key Skills

Media Relations

Team Supervision

Brand Management

Newsletter Management

Advertising Campaigns

Event Planning

Direct Marketing

Graphic Design

Fashion