



# MADELINE WALES

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## EDUCATION

### California Polytechnic State University, San Luis Obispo

Graphic Communication, Bachelor of Science

To be conferred June 2023

Concentration in Graphics for Packaging

Triple minor in Packaging, Sales, and Religious Studies

## WORK EXPERIENCE

### Print Production Specialist

Cal Poly Corporation | August 2019 – Present

- » Printed marketing collateral using different types of printers, including label, large format, inkjet, and laser printers
- » Developed marketing collateral for print and web
- » Increased engagement with the University Store social media accounts

### Peer Leader — Special Projects Team

Cal Poly Center for Leadership | April 2019 – Present

- » Coordinated take-overs of social media by other Peer Leaders and organizations on campus
- » Created content and marketing campaigns for yearly events, including the Student Leadership Institute and Peer Leader Recruitment
- » Facilitated and developed presentations regarding the intersections of leadership and inclusion for various student organizations and events

### Student Intern | Cal Poly

University Graphic Systems | September 2020 – December 2020

- » Developed an internal file management system for the UGS office and managers
- » Prepared large projects for post-production through proofing
- » Utilized post-press machinery to prepare projects for UGS clients, including the polar cutter, saddle stitcher, and perfect binder

## RELEVANT SKILLS

- » **Coding:** C, C++, HTML5 & CSS, Objective-C, Python 3, Search Engine Optimization
- » **Design & Production:** Adobe Acrobat, After Effects, Bridge, Dimension, Dreamweaver, Illustrator, InDesign, Photoshop, Premiere Pro; Microsoft Excel, PowerPoint, Word; Wix, WordPress
- » **Printing Equipment:** Die Cutting, DSLR Cameras, Embossing, Esko Konsberg, Flexography Printers, Hot Foil Stamping, Inkjet Printers, Label Printers, Large Format Printers, Laser Jet Printers, Laser Cutters, Offset Printers, Paper Folding, Polar Paper Cutters, Saddle Stitching Machines, Screen Printing, 3D Printers
- » **Productivity & Scheduling:** Asana, Constant Contact, HootSuite, MailChimp, Microsoft Outlook, Teams, Salesforce, Slack, Sprout, Trello, Zoom
- » **Social Media:** Facebook, Instagram, Pinterest, Reddit, Snapchat, TikTok, Twitter
- » **Web-Based Applications:** Discord, DropBox, GitHub, Google Drive, LinkedIn, Microsoft OneDrive

## LEADERSHIP & INTERESTS

- » **Kappa Alpha Theta, Zeta Theta Chapter (Cal Poly SLO):**  
*Diversity & Inclusion Committee* January 2019–Present,  
*Peer to Peer Student Leader* January 2021 – Present
- » **Disability Resource Center:** *Note Taker* September 2018 – Present
- » **Pride Center:** *PRISM Mentor* September 2019 – June 2020
- » **Center for Service in Action:** *Student Leader* September 2019 – June 2020:  
*Holiday Gift Drive Committee* Fall Quarter 2019,  
*Marketing Committee* September 2019 – June 2020

## HONORS & AWARDS

- » **Phoenix Challenge First Place** 2021-2022 Academic Year, Execution Lead
- » **Dean's List** Fall 2018
- » **Panhellenic New Member of the Year** 2018–2019 Academic Year
- » **Coachella Valley Alumni Panhellenic Scholarship** – 2018: for women interested in joining a sorority, 2019: for women who joined a sorority
- » **John Benoit Rotary Memorial Scholarship** – 2018: for students who demonstrated exemplary leadership skills
- » **East Valley Republican Women Federated Scholarship** – 2018: for students who demonstrated an interest in politics
- » **Desert Sands Unified School District Scholarship** – 2018: for children of teachers