# **MADISON SEALS**

# Graphic & e-Learning Designer

Experienced in e-learning development, print design, web and UX design, digital marketing, copy editing, video editing, and other content creation.

#### **EDUCATION**

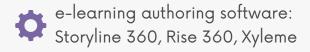
2016-2020

University of North Carolina at Chapel Hill

- B.A. Editing & Graphic Design
- Highest Distinction | GPA: 3.84

### **SKILLS**









# CONTACT



sealsmadison@gmail.com

sealsmadison.wixsite.com/portfolio

#### **EXPERIENCE**

#### Relias | March 2021-Present

Senior e-Learning Developer (April 2024-Present)

- Regularly train team members in authoring tools and build processes
- Collaborate with multiple stakeholders, inc.
   SMEs, curriculum designers, project managers, quality assurance specialists, and more
- Participate in special projects to design new and improved internal resources, such as a department-wide style guide

e-Learning Developer (April 2022-April 2024)
Associate e-Learning Developer (March 2021-April 2022)

#### UNC Hussman School of Journalism & Media

Design Assistant (March 2020-March 2021)
Participated in a research project to optimize a peer social support app for adolescents and young adults with cancer; contributed to a cancer prevention messaging project in collaboration with UNC's Dept. of Psychology and Neuroscience

# Heelprint Communications

Account Manager (Oct. 2019-March 2020)
Led a team and communicated with our client,
local author Christian Warren Freed. Improved
the formatting of the client's WordPress site,
created both a Facebook business page header
image and brand logo, and developed a media
contact list.

# digitalJ2

Digital Marketing Intern (May-July 2019)

Applied knowledge of inbound marketing, such as lead gen/nurturing, SEO, CRO and more, to assist in the creation of landing page design and copy, CTAs, social media posts, campaign emails and other digital marketing content.