

MADELINE HEAVNER

ADVERTISING/PUBLIC RELATIONS AND PSYCHOLOGY STUDENT

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SUMMARY

I am a creative and driven UNC Chapel Hill student pursuing dual degrees in Advertising/Public Relations and Psychology. I have experience in branding, content creation, UX/UI design, and public relations writing through freelance work, my art business (mheavnercreative), and hands-on media coursework. I combine visual design skills, strong writing, and an understanding of audience behavior to create work that is strategic, engaging, and grounded in human insight.

EDUCATION

Bachelor of Arts, Media And Journalism-Advertising/Public Relations Curriculum

Bachelor of Science, Psychology- University of North Carolina at Chapel Hill

Expected 2027

Chapel Hill, North Carolina

- Cumulative GPA: 3.62; Dean's List: Fall 2023, Fall 2024
- Relevant Coursework:
 - Principles of Advertising and Public Relations – Developed a simulated six month campaign for a local nonprofit, conducted market research, and created strategies to reach goals.
 - Statistical Principles for Psychological Science; Research Methods in Psychology – Built skills in data analysis, research design, and critical evaluation of psychological studies that support evidence based decision making in marketing strategy and consumer research.
 - Foundations of Interactive Media; Intro to Digital Storytelling – Designed interactive digital stories and layouts using UX principles, visual hierarchy, and basic responsive web design.
 - Service learning public relations project for Gigi's Playhouse Raleigh (MEJO 332 Public Relations Writing) – Created AP Style materials including a press release, pitch email, backgrounder, and fact sheet based on audience and media research.

High School Diploma - Cardinal Gibbons High School

2023

Raleigh, North Carolina

- AP Scholar with Distinction; Presidential Education Award; Bishop Luis Rafael Zarama Award

EXPERIENCE

Freelance Designer and Artist

2019-Present

- Design brand identities, logos, and marketing graphics for small businesses and student organizations.
- Create digital assets and simple responsive layouts for web and social platforms using Adobe Illustrator, Photoshop, HTML, CSS, and Bootstrap.
- Produce custom paintings and illustrations through mheavnercreative and manage projects end-to-end, including client communication, timelines, revisions, and delivery of final files.

Branding and Design Lead, Asset and Wealth Management Club

Spring 2024

University of North Carolina at Chapel Hill

- Led the creation of the club's visual identity, including a primary logo, bell tower mark, and alternate versions for slide decks and social media.
- Built a hex color palette, typography system, and simple brand guidelines to keep all materials consistent.
- Worked with the founding team to translate the club's mission and audience into a clear visual direction.

SKILLS

- Design: Adobe Illustrator; Adobe Photoshop; branding and visual identity; vector illustration; typography; color theory
- Web & UX: Figma; HTML5; CSS; Bootstrap; responsive web design; basic UI/UX principles and wireframing
- Writing & Communication: AP Style; public relations writing; media pitches; copywriting; digital storytelling; social media content
- Research & Analytics: Statistical analysis (Jamovi, basic R); survey design; audience research; basic Google Analytics; data interpretation
- Languages: Spanish (intermediate)