



Celia Brown

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EDUCATION

University of Wisconsin–Madison

Madison, WI

Bachelor of Arts in Journalism

May 2028

Major: Strategic Communication; **Minor:** Graphic Design

WORK EXPERIENCE

Brand Development Intern

Madison, WI

Hub Bassett Apartments

August 2025–Present

- Photograph and promote events and collaborations with clothing and food brands to increase apartment contracts

Marketing Intern

Davenport, IA

Quad City Holdings, Inc.

May 2025–August 2025

- Presented a marketing plan to the CEO with 2 buyer personas, 8 tactics and 6 design deliverables to target Gen Z
- Coordinated budget, food, tech and promotion for a 75-person TEDx speaker event, delivering 200 PR packages

Freelance Graphic Designer

Remote

MK's Sexy Doughs, STEAM on Wheels

May 2024–June 2024

- Designed a logo, flyer and 5 x 22 x 7 ft. van wrap for clients, meeting weekly to align the design with their vision

LEADERSHIP AND INVOLVEMENT

Curation Social

Madison, WI

Co-Founder

January 2025–Present

- Create social content with a team of 6 co-founders for 15+ local and national brands with up to 14.1K followers
- Direct, photograph and style photoshoots, select new team members and meet with clients to develop marketing plans

Alpha Xi Delta

Madison, WI

Social Media Manager

December 2024–Present

- Increased Instagram engagement (+394.5%, 30 days) and accounts reached (+214.5%, 90 days), posting 7-19x/week
- Photographed 9 sponsorships and coordinated 180 members for 6 TikToks in 5 days, averaging 33K impressions/post

Advertising Club & Agency

Madison, WI

Creative Strategist for Tiny Tuna Jewelry

January 2025–Present

- Refined brand with team of 6, resulting in an extended 6-month partnership and 160% increase in returning customers
- Initiated extra team meetings and directed a product photoshoot, winning “Best Campaign” and “Best Photography”

The Vault: Business Behind Fashion

Madison, WI

Fashion Show Designer, Event Planner

September 2024–Present

- Directed profit calculations, product selection, volunteers and design of a charm bar event, raising \$2,559 in profit
- Analyze the fashion business landscape by designing outfits for the fashion show and engaging with speakers

COMMUNITY SERVICE

Madison Transition Education Program

Madison, WI

Donation Center Facilitator

September 2024–Present

- Organize clothing and school supplies for community members experiencing homelessness; work campus fundraisers

AWARDS AND CERTIFICATIONS

- Fashion Scholarship Fund Summer Scholar Series Certificate (2025)
- [WordPress.com](https://www.wordpress.com) Essential Training Certificate
- Second Place, Iowa Designer of the Year (2023 & 2024); Finalist, All-Iowa News Team (2024)