

Madison Cook

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EDUCATION

Purdue University, Polytechnic Institute
Bachelor of Science, Web Programming & Design
Minors: Management and History

West Lafayette, IN
May 2026

PROFESSIONAL EXPERIENCE

Purdue University Mitch Daniels School of Business
Web Development Intern

West Lafayette, IN
April 2025 – Present

- In collaboration with the marketing team, created new pages that were modern, fit the Purdue brand, were accessible and SEO optimized using Cascade CMS.
- Made copy and design edits to existing pages.
- Used Photoshop and Canva to collage and edit photos to push design while following proper photo guidelines.
- Answered and fulfilled website edit requests in a timely and professional manner.
- Found and corrected issues on the website including, but not limited to, accessibility, broken images and links through Siteimprove, improving accessibility scores.

The Hayes Group
Digital Marketing Intern

Fishers, IN
May 2024– April 2025

- Created website pages in Wordpress for clients that fit their criteria and brand while being SEO optimized.
- Designed, built, and published emails for a variety of clients using MailChimp.
- Designed, built, and published blogs and social media posts for a variety of clients.
- Made updates to client's websites as requested in a timely manner.

Roger C. Stewart Leadership & Professional Development Department (LEAD)
Student Clerical Assistant & Shift Lead for ACE Food Pantry

West Lafayette, IN
August 2023 – May 2024

- Assisted directors with tasks including but not limited to creating itineraries for lecturers visiting Purdue, prepared for events, and assisted visitors.
- Led a team 7-10 student volunteers in serving and assisting the Purdue community in the food pantry. Coordinating with the directors to ensure the pantry was running efficiently.

Genesis Lawn Solutions
Marketing/Admin Intern

Noblesville, IN
June 2023 – August 2023

- Constructed a social media calendar to fit audience demographics and promote company products and services.
- Updated the online retail store to reflect new products and create a cohesive aesthetic.
- Designed physical marketing items for retail store.
- Assisted the accounting department with invoicing and reconciling 20-25 customer accounts a day.

LEADERSHIP AND INVOLVEMENT

Purdue Reamer Club
Technology Chairperson

West Lafayette, IN
January 2023 – Present

- Maintained, updated and redesigned the club website. Including an entire website overhaul in August of 2024.
- Maintained all club emails and passwords ensuring they were protected.

Boilermaker Special & Boilermaker Xtra Special Pilot

- Drove the Boilermaker Special and the Boilermaker Xtra Special to events in and outside the Purdue community, ensuring customers had a pleasant and enjoyable experience.

SKILLS

- Wordpress, Cascade CMS, Canva, Adobe Experience, Siteimprove, MailChimp, Communication skills, Organization Skills, Problem Resolution, Time Management, Attention to Detail,