

# Maddie Coe

Strategic, Inventive & Adaptive

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MADDIECOE.COM

## Education

**University of North Texas** Bachelor of Arts in Journalism & Strategic Communication  
*Minor in Women's Studies*

**Collin College** Associate of Arts

## Areas of Expertise

Strategic Communication

Graphic & Web Design

User Experience

Writing

Editing

Photography

Video Production

## Proficiencies

- + Adobe Creative Suite (incl. Photoshop, InDesign, Illustrator, Premiere Pro, Sketch, and Dreamweaver)
- + Figma, Canva, and Procreate
- + Microsoft Office, Google Suite (incl. Docs, Sheets, Slides, Forms, and Apps Script), and Trello
- + HTML/CSS with knowledge of Bootstrap and Javascript
- + Web accessibility standards
- + Content and learning management systems (incl. Wordpress, Thrillshare, and Drupal) and page builders (incl. Squarespace, Weebly, Wix, and Google Sites)
- + cPanel, FTP, and DNS

## Professional Experience

Freelancing & Consulting

Aug. 2023 – Present

Director of Communications for  
Melissa ISD

Aug. 2015 – Aug. 2023

Marketing Assistant,  
Webmaster & Graphic Designer  
for Future Horizons, Inc.

Nov. 2013 – Aug. 2015

After serving as the Director of Communications at Melissa ISD for eight years, I decided to pivot into doing freelance creative work and consulting in August 2023. I now partner with companies, small businesses, nonprofits, and people to provide content design, strategy, and creative support services in order to foster continued growth and success.

Over the course of my career thus far, I have worked as a creative in a variety of professions, including public education, book publishing, local news media, entertainment, small businesses, and the nonprofit sector.

My detailed work history is included on the next page.

# Work History

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## Director of Communications at Melissa ISD

I developed and managed the Communications department, leading all internal and external strategic communication initiatives for the district in collaboration with veteran school administrators. In conjunction with providing internal support to the Superintendent, executive leadership team, and staff body, I implemented purposeful communication practices and created assets and deliverables that effectively reached employees, parents/guardians, students, and the general public.

### Notable work:

- + Designed the district's brand standards, employee communication handbook, web accessibility guidelines, and annual communication training sessions for teachers' professional development.
- + Supported the Superintendent, executive leadership team, campus principals, and department directors by planning, creating, and disseminating effective communication to internal and external audiences.
- + Designed graphics, websites, landing pages, social media posts, videos, flyers, printed materials, and other creative assets to meet strategic communication goals.
- + Managed the district's website initially using Wordpress and later using Thrillshare, an integrated content management and mass communication system designed for school districts.
- + Edited technical documentation for professionalism, clarity, and accessibility, often synthesizing complex concepts into messaging that resonated with the intended reader.
- + Managed the district's social media, including monitoring community discussions and responding to concerns.

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## Marketing Assistant, Webmaster & Graphic Designer at Future Horizons, Inc.

Planned, presented, and executed marketing strategies that reached the autism community and generated sales; designed graphics for digital and print publications; maintained the company's e-commerce website for books, digital resources, and upcoming conference registrations; and managed all social media.

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## Student Assistant Graphic Designer at UNT Libraries

Designed graphics for the University of North Texas Library System (UNT Libraries) website to highlight the library catalog and upcoming events, and assisted with website content entry for academic journals.

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## Other

- + Webmaster & Designer for Local Newspaper
- + Contributing Writer for Entertainment Website