MATILDA DEVLIN

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Summary

Strategic communications and marketing professional experienced in content creation, brand management, and project coordination. Skilled in managing multichannel communications, collaborating with external partners, and supporting nonprofit development initiatives.

Education

Masters in Global Communications — *Strategic Communications & Branding — GPA 3.96+* *August 2024 – December 2025*
The American University of Paris

B.A Psychology - *Communications Minor — GPA 3.5+* *December 2022*
Saint Louis University Madrid Campus

Experience

St. Madeleine Sophie Center *July 2026 – Current*
Marketing and Development Coordinator — *San Diego, CA*

- Lead organizational marketing and communications, managing digital content, social media, email campaigns, print materials, and brand messaging
- Manage concurrent marketing projects from concept through execution, coordinating deliverables with leadership, contractors, and external partners
- Write, edit, and design communications materials to support fundraising campaigns, donor engagement, events, and organizational initiatives
- Collaborate with executive leadership and development staff to align communications with organizational priorities and stakeholder needs

National Multiple Sclerosis Society
Temporary Regional Associate / Event Volunteer Engagement Intern |— *Remote, USA* *May 2024 – July 2026*

- Led volunteer communications and engagement for 16 large-scale fundraising events, coordinating outreach to 1,000+ volunteers
- Developed targeted email campaigns, digital assets, onboarding materials, and event communications to strengthen recruitment and engagement
- Develop and manage event communications, digital assets, and promotional materials to enhance visibility and engagement
- Collaborated with development teams and regional stakeholders to manage event deliverables, monitor registration metrics, and adapt outreach strategies

Spiritual Essence Yoga & Wellness
Operations Coordinator and Client Communications Specialist – *Remote, USA* *October 2023 – December 2025*

- Analyzed KPIs and engagement data to improve outreach effectiveness and client conversion
- Managed end-to-end email and SMS marketing campaigns, including segmentation, design, scheduling, and deployment
- Maintained CRM systems and supported operational workflows to improve efficiency and client retention

Related Experience

Graduate Communications Director (Elected) *December 2024 – December 2025*
AUP Student Government — *Paris, France*

- Led communications strategy, content development, and promotional campaigns for graduate student initiatives and events
- Coordinated cross-functional projects, including event planning, vendor relationships, and student engagement initiatives

Skills: Event Operations & Execution, Project Management Tools (Monday, Trello), CRM & Data Management, Communications Strategy, Microsoft Office Suite, Google Workspace, Canva, Adobe Suite, Email Marketing (Mailchimp), KPI Tracking, SOPs, Organized

Languages: English (Native), Spanish, French