

Madeline Schallmoser

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EDUCATION AND HONORS

Regis University – Denver, CO

August 2021 – May 2025

Graduated Summa Cum Laude with Bachelor of Arts in English and Communication

2025 Rev. Robert A. O'Sullivan, S.J., Memorial Award for Excellence in Writing

2025 Marshall McLuhan Mass Media Award

2024 Elite 90 Award in DII Women's Lacrosse as student-athlete with highest GPA competing at NCAA championship site

2025 Summit Award as the student-athlete with the highest GPA competing at the RMAC championship site

SPORTS COMMUNICATION AND ADMINISTRATION EXPERIENCE

Communication Manager – *Anne Arundel County Crosse Over Lacrosse* – Annapolis, Maryland (hybrid) May 2025 – Present

- Create and execute a multi-channel communication plan for AACO's international athletic tour, prioritizing consistent messaging and visual identity across social media, email, and press outreach
- Plan and manage social media content calendar and external communication strategy, generating a 191% increase in web traffic and a 63.8% increase in social media following
- Develop and maintain external media lists. Write and distribute press releases, and coordinate further media availabilities

Sports Information Assistant – *Regis University* – Denver, Colorado

August 2024 – February 2025

- Collaborated with athletics and student activities departments to manage live event communications and operations
- Produced concise, compelling written content published to official athletics website, including interview-based game recaps

Social Media Producer – *Athletes Unlimited Lacrosse* – Downers Grove, IL (remote)

July 2024 – August 2024

- Used ScorePlay to live clip game content, creating a library of highlights for year-round use by the social media team
- Edited and formatted video content for social media distribution using Adobe Premiere, maintaining style guidelines

Social Media and Marketing Intern – *Missoula PaddleHeads* – Missoula, MT

May 2023 – September 2023

- Produced, hosted, and edited a weekly podcast highlighting team culture and operations, building community engagement and accumulating 500 streams on Spotify, Apple Podcasts, and SoundCloud
- Wrote and distributed weekly press releases on baseball operations, game recaps, and promotions to targeted media outlets
- Used Adobe Photoshop and Lightroom to create social media graphics and edit game action photography
- Shot promotional, comedic, and hype video content using Sony Alpha cameras while editing with Adobe Premiere
- Designed and distributed promotional and informational newsletters to a mailing list of 11,000 fans using MailChimp

Social Media Intern – *Athletes Unlimited Lacrosse* – Downers Grove, IL (remote)

July 2022 – August 2022

- Created and published graphics, photos, and videos using Slate, posted 2-3 times weekly on Instagram and Twitter
- Produced live in-game social content using Grabyo to clip and post highlights and other entertaining content

LEADERSHIP EXPERIENCE

Midfielder – *Regis University Women's Lacrosse* – Denver, CO

August 2021 – May 2025

- Elected **team captain** in 2025. Met with coaches weekly to discuss team needs and receive and implement feedback to improve team culture and performance en route to 2025 conference title and NCAA tournament appearance
- Four-time Rocky Mountain Athletic Conference (RMAC) champion and NCAA tournament participant
- Managed time and relationships with teammates, coaches, and professors to thrive athletically and academically. Named RMAC Defensive Player of the Year (2025), USA Lacrosse All-America honorable mention (2025), IWLCA Midwest All-Region (2025 first-team, 2024 second-team), and RMAC All-Conference first team (2024 and 2025) while maintaining a cumulative 4.0 GPA as a double major, making RMAC All-Academic first-team (2024 and 2025) and IWLCA honor roll

GROUPS AND PROFESSIONAL DEVELOPMENT

Professional Convention Management Association, 2024 – Present; *College Sports Communicators*, 2024 – Present; "LeaderU" Leadership Training, Graduated 2024; HubSpot Academy Email Marketing Certification, Completed 2025