

# Madeline Schallmoser

Portfolio: <https://mschallmoser13.wixsite.com/my-site>  
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## EDUCATION AND HONORS

*Regis University* – Denver, CO

August 2021 – May 2025

Graduated *summa cum laude* (4.0 GPA) with a Bachelor of Arts in English and Communication

Rev. Robert A. O'Sullivan, S.J., Memorial Award for Excellence in Writing; Marshall McLuhan Mass Media Award

2024 NCAA Elite 90 Award in DII Women's Lacrosse; 2025 Rocky Mountain Athletic Conference (RMAC) Summit Award

2025 CSC Academic All-America Women's At-Large Second Team; Academic All-District Women's At-Large Team

2025 USA Lacrosse All-America Honorable Mention; Midwest All-Region First Team; RMAC Defensive Player of the Year

## SPORTS COMMUNICATION EXPERIENCE

**Researcher** – *Women's Sports Weekly Podcast* – Denver, CO (remote)

September 2025 – Present

- Conduct in-depth research on topical issues in women's sports, producing weekly reports to inform hosts during the show's "Deep Dive" segment
- Monitor women's sports culture and discourse, communicating frequently with producers to create compelling content

**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

- Produced concise, compelling written content published to official athletics website
- Collaborated with athletics and student activities departments to manage live event communications and operations, including press box management, in-game promotions, set-up and take-down, and postgame interviews with players/coaches

**Social Media Producer** – *Athletes Unlimited Lacrosse* – New York, NY (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

- Wrote and distributed weekly press releases on baseball operations, game recaps, and promotions to targeted media outlets, and wrote and published feature stories on the team's community engagement efforts to the team's website
- Produced, hosted, and edited a weekly podcast highlighting team culture and operations, bolstering community engagement and building athletes' personal brands while accumulating 500 streams on Spotify, Apple Podcasts, and SoundCloud
- Designed and distributed promotional and informational newsletters to a mailing list of 11,000 fans using MailChimp

**Social Media Intern** – *Athletes Unlimited Lacrosse* – New York, NY (remote)

July 2022 – August 2022

## LEADERSHIP EXPERIENCE

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

August 2021 – May 2025

- Met with coaches weekly as a captain in 2025 to discuss team needs and implement feedback to improve team culture and performance en route to four consecutive RMAC championship titles and NCAA tournament appearances
- Assisted with coordination and execution of team service projects including annual National Girls and Women in Sports Day clinics and partnerships with Denver City Lax, Food Bank of the Rockies, and Letters of Hope

## GROUPS AND PROFESSIONAL DEVELOPMENT

*Women in Sports and Events*, 2025 – Present; *College Sports Communicators*, 2024 – Present; *Student Athlete Advisory Committee*, 2022-2025; *Regis University CURAS Presenter*, Social Media, Gender, and Fandom in Women's Sports Marketing, May 2025; "LeaderU" *Leadership Training*, Graduated 2024; *HubSpot Academy Email Marketing Certification*, Completed 2025