Alum Profile: Madison Richards

by Scarlett Sperduto

Madison Richards graduated from Manhattan College in 2019 with a double major in art history and communication with a concentration in public relations.

When Richards declared her double major in art history, she was selected by the art history department to participate in the Peggy Guggenheim Collection internship program in Venice, Italy. Subsequently, she was a communication intern at the Museum of Modern Art (MoMA) during its 2019 reopening.

All of this prepared her for her current job as an assistant account executive at the PR firm Resnicow and Associates.

In addition to her internships, Richards was also the president of Manhattan College's chapter of the Public Relations Student Society of America, and was a student worker in the communication department.

Richards describes that her experiences at Manhattan College prepared her for the position she's in now. She is thankful to the communication department for achieve her goals.

"Juggling being PRSSA president, a full time student, and working in the communication department taught me how to be multifaceted and how to manage competing deadlines," Richards said. "The communication department always encouraged me to apply for internships and supported me once I received the positions. Ultimately, it is my internships that prepared me the most for post-grad life."

In her current role at R + A, Richards supports various institutional communications campaigns as well as short-term projects for major museums and foundations.

A typical day at work for Richards is never the same. However, she generally spends her days supporting her clients' communications strategies, developing media coverage reports and pitches, crafting social media content and more.

The most challenging part of Richards' job is the ever-changing nature of the news cycle and managing multiple accounts at once. To combat these obstacles, she consistently consumes articles specific to her industry as well as breaking news stories, and keeps detailed to-do lists for each of her accounts.

She states that the most rewarding part of her job is successfully placing notable media coverage for a client as well as learning from her smart and accomplished colleagues.