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in @Madelyn Hough

📍 6115 Seward Rd,
Pfafftown, NC 27040

EDUCATION

MA Integrated Marketing Communication

University of North Carolina
at Wilmington

2022-2024

Magna Cum Laude - GPA 3.9

BS Communication, Advertising

Appalachian State University

2018-2022

Cum Laude - GPA 3.5

SKILLS

Email Marketing

Media Management

Adobe Design Experience

Digital Storytelling

Copywriting

Branding & Organizational Analysis

REFERENCES

Jess Wehrmann

Monkee's of Blowing Rock/Owner

Phone: (828) 295-0708

Email: jess@monkeesofblowingrock.com

Jason Dupre

DSI Innovations/CEO

Phone: (803) 767-5480

Email: jdupre@dsiinnovations.com

MADELYN HOUGH

ABOUT ME

I recently graduated from the Integrated Marketing Communication program at the University of North Carolina at Wilmington. I am seeking an entry-level position in marketing communication or advertising. My experience is in management but as an adaptable worker, I am eager to serve in different roles and look forward to taking on new responsibilities as a member of your team.

RELEVANT EXPERIENCE

March 2022 - April 2023

Monkee's of Blowing Rock | 1179 Main St, Blowing Rock, 28605

Marketing Manager

- Implemented cross-promotional social media strategies to stay relevant to our target audience.
- Created content daily for social media platforms, coordinated email marketing campaigns weekly, and created magazine ads monthly.
- Assisted in the buying process of store merchandise.
- Managed sales associates and floor sales while maintaining genuine relationships with customers.

February 2020 - March 2022

Monkee's of Blowing Rock | 1179 Main St, Blowing Rock, 28605

Sales Associate

- Assisted customers in the Monkee's shopping experience through suggestive selling while also building valuable relationships with them.
- Assisted in social media management by creating Instagram/Facebook stories daily.
- Maintained upkeep of the store such as cleaning, stocking, and organizing.

May 2019 - August 2019, October 2021 - January 2022

DSI Innovations | 42 High Tech Blvd, Thomasville, NC 27360

Marketing Assistant

- Assisted in the process of logo redesign and rebranding the office alongside the marketing director.
- Managed connections via LinkedIn and served as outreach to build new connections via LinkedIn.
- Created content intended for LinkedIn and trained in Adobe Premiere Pro.

May 2021 - August 2021

Power Move Marketing

Digital Marketing Intern

- Worked in team setting remotely to create B-roll for various clients over the course of the summer.
- Attended weekly meetings to review work and learn about various digital marketing topics.