

Madison Turner

Media Marketer and Marketing Analyst

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Marketing professional with a range of experience in research and analysis, public relations, organization, design, and media/brand engagement. Recognized as a strategic and motivating employee seeking to create a lasting impact in marketing and administration. Passionate about the implementation of creativity and insightful ideas in the workplace.

Education

B.B.A., Business Marketing, Georgia State University, Atlanta, GA – May 2023

- Marketing Metrics, Analysis, and Problem Solving, Business Communication, Managing People in Organizations, Marketing Research, Buyer Behavior

Work Experience

Children's Healthcare of Atlanta Cardiology, Marketing Internship (Atlanta, GA)

May-October 2022

- Analyzed the efficiency of social media campaigns and adjusted to make them more cohesive.
- Aided in the company rebrand through informing and organizing clients and clinics, researching clinic partnerships and adjusting the name and logo on various platforms.
- Shared the relationship and impact of the organization on families, individuals, and physicians.

Georgia State University, Classroom Support Technician (Atlanta, GA)

August 2021-August 2022

- Diagnosed and responded to computer and network issues of students and faculty.
- Developed relations with guests to create an enjoyable and stress-free experience.
- Performed quick and efficient solutions to problems and ensured the satisfaction of the guests.
- Assisted in the maintenance, recording, and distribution of materials to guests.

Clothes Less Traveled, Marketing Coordinator (Peachtree City, GA)

October 2021-March 2022

- Monitored and advanced local and regional presence on social media and examined effectiveness.
- Managed all marketing platforms and maintained communications with other nonprofit organizations and customers to create an excellent rapport with the public.
- Collaborated and conceptualized company-wide design decisions and assisted in the rebranding of the organization.

GVC Incorporated, Brand Ambassador (Norcross, GA)

October-December 2020

- Represented the company through public relations and customer service to build a positive public view.
- Helped increase brand awareness and sales by having outgoing and personable conversations in order to meet new clients and improve communications.

Proficiencies

- Microsoft Excel, Microsoft Office Suite, Google Analytics, Mailchimp, WordPress, Facebook Business, Outlook
- Photographer, Adobe Lightroom, and Adobe Photoshop
- Digital communications and social media
- SQL and Tableau