

Madeline Farrell

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Education

B.S. Graphic Informational Technology, Arizona State University

Aug 2018 – Present

B.S. Management, Iowa State University

Aug 2016 – Dec 2017

Experience

Shoreline Support Services – Freelance Web and Graphic Designer

July 2018

- Designed and created a website to drive incremental customer acquisitions and maximize outreach.
- Developed comprehensive brochures allowing customers to acquire detailed information on the support services offered.

Laurie Harden – Personal Stylist Intern

Jan 2018 – August 2018

- Improved marketing & outreach by writing blog posts and newsletters on fashion trends, products, & promotions.
- Drafted and composed email campaigns to capture new clients by increasing outreach, this increasing sales.
- Designed outfits for clients by interfacing personal fashion, style, fit, budget, and color harmony.
- Drafted and organized looks-books containing all combinations of potential outfits in the client's wardrobe to optimize time taken per outfit decision.

Schreiner's iPhone Repair – Freelance Website Developer

May 2017

- Constructed a detailed website that allows current and potential clients to gain information on the services that are provided.
- Designed the website to captivate clients using a colorful and modern composition to create an appealing and welcoming feel.

Volunteering

Ridgeview Medical Center, Front Desk - Waconia, MN

- Greeted guests at the main entrance and assisted guests when they had questions.
- Directed visitors and families to different areas of the hospital and served as a checkpoint for visits.

Harbor Assisted Living - Norwood, MN

- Organized, planned, and managed numerous events and celebrations.
- Assisted with tasks and deliveries throughout the home as needed.
- Participated in helping the elderly navigate during outings and activities.

Campus Involvement

- **Enactus** - Demonstrated my knowledge and passion for business by collaborating with other students and professors to establish a better and more sustainable world. We aim to improve the lives of people nationwide by implementing community outreach projects.
- **Investment Club** - Acquired opportunities to learn first-hand about investing and explore the field of finance and investments.
- **WE** - Allowed me to identify issues and develop solutions to help uplift communities' current status quo through volunteer opportunities, group discussions, and essential networking.

Additional Skills

- Experience in Web Development - HTML, CSS and JavaScript
- Knowledgeable in Adobe Photoshop & Illustrator
- Proficiency in Prototyping and Wireframing tools- Sketch & inVision
- Proficiency in Excel and Microsoft Office Suite
- Organizational Skills, Time Management, & Teamwork