

Madeleine Kennedy

Marketing Innovation & Analytics Student

Contact

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Education

Stevens Institute of Technology

Bachelor of Science:
Major in Marketing Innovation & Analytics, Minor in Management
September 2022 – May 2026

GPA: 3.7

Awards and Honors:

Dean's List (All Semesters), Edwin A. Stevens Scholar

Coursework:

Marketing Strategy in a Digital World, Virtual and Physical Consumer Behavior, Market Analytics and Research, Project Management

Skills

Marketing:

Social Media Content Creation • Performance Metric Analysis • Trend Tracking • Community Engagement

Tech:

Canva • CapCut • R-Studio • MS Office Suite • Adobe Creative Suite

Soft Skills:

Communication • Creative Problem Solving • Organization • Leadership

Profile

Passionate about data-driven marketing and digital storytelling that aligns with modern social media trends, I create content to connect with the online communities I seek to form, and I am eager to learn at a vibrant, people-oriented, and successful company.

Relevant Experiences

Founder and Content Creator

@tasteofboken
February 2024 – Present

- Launched a food-focused Instagram account to showcase small businesses in Hoboken.
- Plan and create collaborative content with local restaurants using Canva and CapCut.
- Accumulated over 33k views across Reels in the first year through performance metric analysis and leaning into trend-driven content.
- Partnered with a Bergen County restaurant on a collaborative post to promote an event.

Hostess and Content Creator

The Oak House, Oradell, NJ
August 2025 – Present

- Create engaging, trendy, and relevant content for The Oak House social media pages.
- Regulate an upbeat, warm, friendly, and hospitable environment for all guests.
- Maintain a high standard of cleanliness, precision, and neatness throughout the facility.

Accounting Intern

Barcode, Jersey City, NJ
November 2024 – September 2025

- Increase efficiency of the accounting department by completing daily, month-end, and annual procedures in Excel and QuickBooks.
- Provide help to accounts payable with the payment of bills and various bookkeeping.