

MADDIE SIMENS

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EDUCATION

Northeastern University | Boston, MA | 2011 - 2016

Candidate for Bachelor of Science, Interactive Media and Business Administration
GPA: 3.8

EXPERIENCE

Northeastern University | Boston, MA | Jan 2014 - Present

Creative Director of the Entrepreneurship Minor

Leading the launch of the new university-wide entrepreneurship minor. Creating and executing marketing strategy including: branding, website and online presence, promotional video series, print material, social media, and launch event. Responsible for building a team and sustainable marketing strategy.

Wistia | Cambridge, MA | July 2013 - Dec 2013

UX and Customer Happiness Co-op

Conducted an in-depth user study comprised of over 30 user interviews with the goal of understanding the moment(s) leading up to purchase of the product. Analyzed this data to identify purchase motivators, customer personas, and weaknesses/opportunities in existing product/marketing strategy. Gave a presentation of my final analysis and recommendations to the entire company.

Continued interviewing users to gain insights used in designing new product features. Overhauled and streamlined Wistia's t-shirt printing and fulfillment system.

Northeastern Entrepreneurs Club | Boston, MA | Sept 2013 - Nov 2013

Husky Startup Challenge Assistant Director

Worked with two fellow directors to market the university's flagship startup competition, lead over 80 students through a lean startup curriculum, and showcase 19 new ventures in a final Demo Day event. On Demo Day, we awarded \$5,000 in prizes to the top ventures in front of almost 500 attendees.

LaunchHouse | Cleveland, OH | May 2013 - Sept 2013

Marketing and Curriculum Intern, Staff Blogger

Helped build curriculum for accelerator program based on lean startup and human-centered design principles, focused primarily on user research and design-thinking. Managed and grew social media presence and content marketing strategy. Compiled database of PR outlets to target for coverage. Wrote creative brief for new ad campaign for the LaunchHouse coworking space.

Took over writing for the blog and was hired as staff blogger after internship ended.

HONORS

1 of 100 students selected to attend SXSWi 2014 by InteractATX (sponsors include Andreessen Horowitz, Thiel Foundation, Facebook, and many others), National Merit Full Tuition Scholarship, Honors Program, Entrepreneurs Club Executive Board

SKILLS

MAC and Windows OS, Adobe Photoshop and Illustrator CS6, Balsamiq, Microsoft Office Suite, Keynote, basic HTML and CSS