

MADISON COLVIN

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Education

● University of Washington - Michael G. Foster School of Business

Bachelor of Arts in Business Administration, Marketing & Information Systems,
Intended Bachelor of Science in Informatics, Human-Computer Interaction

- Notable Classes: Computer Programming, Marketing & Brand Strategy, Consumer Behavior, & Application Programming.
- Campus Involvement: UW American Marketing Association (AMA) & UW Women in Informatics (WINFO)

September 2018-June 2021 | Seattle, WA

● Western Washington University

3.65 GPA | Major in Marketing | Minor in UX Design | 2016 - 2018

- Notable Classes: Computer Programming, Principles of Marketing, Business Law, & Managerial and Financial Accounting.
- *2017 WWU Diversity Poster Contest Design Winner.* Poster was displayed throughout campus for the 2017-2018 school year.
- Campus Involvement: WWU Design Club, The Outback Farm Volunteer, & WWU Student Marketing Association

September 2016-June 2018 | Bellingham, WA

Relevant Experience

● Digital Marketing Intern - 3rdThird Marketing

- Prototyped, designed and developed a mobile application from start to finish for Pike Place Market Foundation's Sunset Supper. Utilized prototyping software, programmed interactive features and met frequently with client to create a comprehensive event app.
- Constructed marketing analytic reports for clients, managed active ad campaigns, designed client websites, and created brand engagement strategies to help clients reach larger audiences.

May 2019 - September 2019 | Seattle, WA

● Digital Marketing Intern - HCL Technologies

- Interned at a Microsoft vendor working as a Global Support Specialist for large scale Microsoft Advertising campaigns.
- Assisted domestic and international enterprise clients in digital marketing procedures and compliance to adhere with Microsoft's ad policies.

July 2018 - September 2018 | Redmond, WA

● Artist - MadiDee Designs - Personal Art Business

- Create and sell art at art shows across the state, online, and complete commission pieces for clients.
- Market artwork through various social media channels, developed a website to showcase artwork, and created a blog to engage with customers.

June 2016 - Present | Bellevue, WA

Additional Experience

● Leavenworth Village Art in the Park - Artist

- Managed personal art booth at Leavenworth, Washington's weekly art show and was responsible for making prints, setting up an exhibition, and promoting artwork to reach a larger audience.

June 2016 - September 2018 | Leavenworth, WA

● Western Washington University: Disability Resources for Students - Notetaker

- Attended class for students with disabilities, documenting lecture notes and clarifying subject matter.
- Met with students before class to identify their needs and note preferences, customizing notes to fit each students needs.

March 2017 - June 2018 | Bellingham, WA

● Artis Studio Leavenworth - Art Instructor

- Volunteered to lead and teach a series of weekly art classes for kids ranging from middle to high school. The studio classes were free and were located at a local art studio: Artis.
- Generated lesson plans, led a large group of students, and was responsible for advertising the classes to the public.

September 2015 - February 2016 | Leavenworth, WA

Skills

● Programming Languages

- Java, Python, C#, R, SQL, JavaScript, CSS & HTML5

● Creative & Design

- Adobe Photoshop, Illustrator, InDesign, UX Design

● Marketing & Analytics

- Google Analytics, Facebook Ads, Microsoft Advertising policy, digital marketing, copywriting, Excel, analytic reporting & campaign management.

Projects & Activities

● UW American Marketing Association (UW AMA)

March 2020 - Present | Seattle, WA

- The club meets weekly to discuss current marketing trends, tools, and regularly hosts professional speakers.
- Attend workshops designed to enhance both creative & analytical marketing skills.

● UW Women in Informatics (WINFO)

September 2019 - Present | Seattle, WA

- Diversity organization dedicated to empowering women in tech. Meets to discuss new technology, software and major industry trends.

● Leavenworth Leo's Club

July 2014 - September 2018 | Leavenworth, WA

- Leo Clubs are a youth organization of Lions Clubs International.
- Won 2016 Leo of the year for District 19 (District 19 includes: British Columbia, North Idaho, & Washington)

● WWU Student Marketing Association

January 2016 - June 2018 | Bellingham, WA

- Met to discuss marketing trends, teach marketing software, and culminated in a case study competition.