

MADISON WELKER

34 Highridge Road • Hartsdale, NY 10530
mlw219@lehigh.edu • (914) 400-5784

EDUCATION

LEHIGH UNIVERSITY

College of Arts and Sciences

Bachelor of Art in Journalism, minors in Business, Entrepreneurship, and Marketing – GPA: 3.21

- Associate Sports Editor, The Brown and White (Lehigh's Newspaper)
- Association of Student Alumni, creates opportunities for students and alumni to meet to discuss careers and experiences after Lehigh
- Lehigh Liners, student ambassador to call alumni, parents to gain support/updates on campus life
- Lehigh Women in Business club member

EXPERIENCE

Summer 2016

COSMOPOLITAN MAGAZINE

Sales and Marketing Intern

- Monitored Cosmo's success against their competitive set by working alongside sales associates to create share of market charts and brainstorm potential new advertising clients
- Proposed ways to further the brand through presenting print and digital integration to Chief Revenue Officer, offering ideas on new technologies that would propel print into the future
- Offered Millennial consumer perspective during weekly sales and marketing team meetings, presenting unique marketing strategies incorporating both print and digital

Summer 2015

STUART WEITZMAN

International Sales Intern

- Worked to oversee Stuart Weitzman's international success through monitoring buyer's interests in competitors and pinpointing what styles they turn to SW for, helping the team decipher what styles to pull for buyer's meetings
- Compiled information on buyers' past season purchases and presented to the Senior Director of International Sales on each companies buying trends to aid her choices during buying meetings

Fall-Spring 2015

LAZAR PARTNERS LTD

Public Relations Intern

- Worked with clients to update them on newsworthy trends and competitive overviews through monitoring digital spaces including blogs and social networks for mention of a client's product
- Proposed ways to keep the companies updated and public's reactions to products to further the brand as an advisory firm through offering new app technologies that would automatically update them

Summer 2014

DR. OZ: THE GOOD LIFE MAGAZINE

Sales and Marketing Intern

- Conducted research and developed programs for the marketing team to connect the brand to an audience beyond Dr.Oz's current one
- Provided team members with information regarding research for meetings with key clients such as Procter & Gamble, Johnson & Johnson
- Participated in early brainstorm ideas on how to market content via technology such as Facebook, Twitter and other social media platforms

LEADERSHIP

- Edgemont High School Varsity Soccer and Lacrosse Captain
- Edgemont Model United Nations Head Delegate
- Edgemont Athletics Leadership Club: Founder and Treasurer (2013), Vice President (2014), President (2015)

VOLUNTEER WORK

- Putney Service Trip (6 weeks): Nyamata, Rwanda: Taught English at local high school
- Vice President of Students Supporting Our Soldiers – Scarsdale Chapter (2014-2016)

SKILLS

Mastery of Microsoft Office (PowerPoint, Word, Excel), sales platforms (MediaRadar, Salesforce), and design platforms (InDesign, Final Cut Pro). Skilled in writing, public speaking, social media outlets, research, interpersonal skills (motivation, organization, time management, communication, teamwork)