

Madison Fishtrom

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Greater San Francisco Bay Area
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EXPERIENCE

CrossInstall, San Francisco, CA *Junior Project Manager, Creatives Team*

August 2019 - PRESENT

- Main point of contact between CrossInstall Creatives Team and Business Team, both for Demand-Side Platform (DSP) and Creatives as a Service (CaaS) Account Managers and Salespeople.
- Assisting in the design, development, and production timeline of advertising creatives, including but not limited to interactive playables, banners, and videos.
- Generating accurate reports for invoicing using Excel.
- Preparing Gantt charts using Wrike.
- Facilitating concept meetings in an efficient and timely manner.
- Creating relevant documentation to describe the variety of creatives CrossInstall offers to clients and prospective clients.

Learning Support Services, UC Santa Cruz *Learning Assistant and Peer Tutor*

September 2018 - June 2019

- Providing supplemental instruction for college-level Accounting, Precalculus, and Calculus courses.
- Preparing and administering up to six sections with 8-12 students per week.
- Catering to the needs of students with diverse backgrounds.

Information Technology Services, UC Santa Cruz *Student Technical Assistant*

October 2015 - June 2019

- Generate score reports using ParScore technology for all courses on campus utilizing Scantron exams.
- Administer virtual lectures to off-site campuses via Polycom equipment.
- Answer technical hotline calls for professors and teaching assistants in regards to in-lecture technology questions.

EDUCATION

University of California, Santa Cruz *B.S. Technology* *Information Management* *Minor Economics*

September 2015 - June 2019

TECHNICAL SKILLS

HTML

Javascript

CSS

SQL

Photoshop

GENERAL SKILLS

Google Drive

Microsoft Office

Adobe Creative Cloud

Customer Service

Volunteer Experience

Girls on the Run, Silicon Valley

California Girls State

Gamma Phi Beta Alumnae