

MADISON LYZNICK

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ABOUT ME

I am a graduate of UC Davis Class of 2020 with a double major in Cinema Digital Media and English specializing in creative writing. I thrive in a fast paced environment, adapt quickly to new situations, am passionate for new projects, and pay acute attention to detail.

SKILLS

• Production

- Proficiency in Final Draft
- Nikon photography, Canon videography
- Editing skills Final Cut Pro, Davinci Resolve

•Marketing

- Adobe Photoshop and Lightroom
- Box team drives
- Web design using HTML & CSS
- OmegaFi messaging system
- Microsoft Office Suite

EXPERIENCE

FEBRUARY 2017 – PRESENT

FARMERS MARKET SALES ASSOCIATE, SJ BERRIES

- Independently assigned markets selling for SJ Berries resulting in a revenue of \$2,000 - \$5,000 each market weekend
- Orchestrated market including vendor set-up and tear-down
- Independent research of farming methods to best exemplify SJ Berries standards
- Responsibilities include: recorded sales, recorded produce sold, and trained 3 new employees

AUGUST 2019 – MARCH 2020

UC DAVIS TICKETING, UC DAVIS ATHLETICS

- Weekly shifts to strengthen customer satisfaction
- Assisted 10-50 customers per week via in-person, over the phone, email
- Worked 3 sports events per week to aid 100 – 1,000 attendees per event

JANUARY 2020 – MARCH 2020

UC DAVIS MARKETING, UC DAVIS ATHLETICS

- Lead weekly social media marketing plans for UC Davis sports and club events
- Edited flyers used in weekly email reaching 40,000-student body and 23,000-person staff, as well as social media platforms

DECEMBER 2018 – JANUARY 2020

TREASURER AND EVENT COORDINATOR, CHI OMEGA, OMICRON KAPPA

- Campus liaison between Chi Omega and campus community
- Spearheaded 12 events within 1 year garnering 50 - 200 attendees per event
- Raised \$14,000 in three months for Make-A-Wish
- Communication with 100 members weekly via email, power-point, and in-person chapter meetings
- Balanced a \$105,000 budget for 1 year
- Bi-Weekly 9-member executive board meetings