



Madeline Hardin

Marketing Specialist

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RESEARCH INTERESTS & PROFESSIONAL OBJECTIVE

Experienced marketing specialist specializing in strategic planning and team leadership with a track record of exceeding performance targets.

ACADEMIC & PROFESSIONAL APPOINTMENTS

Marketing Specialist

InnovateLabs, Mar 2023 - Present

Research Contributions & Responsibilities:

- Led cross-functional team of 12 members on strategic initiatives
- Increased team productivity by 29% through process improvements
- Implemented new system resulting in 44% efficiency gain

Sales Director

NextGen Systems, Jun 2022 - May 2025

Research Contributions & Responsibilities:

- Implemented new system resulting in 20% efficiency gain
- Delivered 11 major projects on time and under budget
- Mentored 8 junior team members

UX Designer

Digital Dynamics, Oct 2022 - Aug 2024

Research Contributions & Responsibilities:

- Led cross-functional team of 8 members on strategic initiatives
- Reduced operational costs by \$160K annually
- Mentored 2 junior team members

EDUCATIONAL BACKGROUND

Master of Business Administration

Harvard University, 2012

Cumulative GPA: 3.77/4.0/4.0

RESEARCH SKILLS & METHODOLOGIES

Technical Proficiencies: MongoDB; AWS; Kubernetes; Java; Tableau; Docker; NumPy; PostgreSQL

PROFESSIONAL COMPETENCIES

Analytical Thinking; Team Building; Problem Solving; Negotiation; Leadership; Presentation Skills

PROFESSIONAL CERTIFICATIONS & TRAINING

- AWS Certified Solutions Architect

- Salesforce Administrator
- Google Analytics Certified