



MADISON MONCRIEF-ALLEN

CONTACT



254-218-5839



madison.moncrief.va@gmail.com



mmavirtualassistant.com

EDUCATION

Bachelor of Arts in Fashion Marketing and Management

Southern New Hampshire University - 2022

Comprehensive program blending creative design with strategic marketing principles.

Associate Of Arts in Fashion Merchandising and Management

Art Institute of Dallas - 2022

Multifaceted program integrating retail management, trend analysis, and strategic marketing.

ACHIEVEMENTS

- Secured a partnership between a rural area school district and my client, resulting in a \$1 million grant to support educational initiatives.
- Contributed to winning a \$2.5 million grant for a company helping students learn to read through AI reading assessment.
- Selected as Director of the annual fashion show at The Art Institute of Dallas, leading a team to secure brand deals with local models and cosmetology students.
- Organized a record-breaking event, achieving the highest attendance and raising over \$20,000 for the school.

PROFILE

Results-driven professional with extensive experience in administrative support, project management, and digital marketing. Adept at streamlining operations, managing schedules, coordinating travel, and overseeing bookkeeping to enhance efficiency. Skilled in social media management, email communication, and content creation to drive engagement and business growth. Known for exceptional organizational skills, attention to detail, and the ability to multitask in fast-paced environments. A proactive problem solver with a strategic mindset, dedicated to delivering high-quality solutions and optimizing workflows.

WORK EXPERIENCE

Administrative Assistant

6P Color, Inc.

October 2024-March 2025

- Managed complex travel planning and itinerary coordination to optimize executive schedules.
- Oversaw bookkeeping tasks, including invoicing, expense tracking, and financial reporting.
- Handled scheduling and calendar management to ensure seamless daily operations.
- Executed efficient email management, prioritizing correspondence and improving response times.
- Led project management initiatives, ensuring deadlines were met and objectives achieved.
- Managed social media platforms, enhancing brand visibility and audience engagement.

Virtual Assistant/Owner

MMA Virtual Assistant

May 2022 - Present

- Executed email marketing campaigns using HubSpot, Mailchimp, and Klaviyo.
- Managed social media accounts, created content and graphics for Meta Business Suite, TikTok, and Google.
- Executed graphic design projects such as logos, flyers, and t-shirt designs using Adobe Photoshop, Adobe Illustrator, and Canva.
- Assisted with web design and maintenance using WordPress, Wix, and Shopify.
- Developed and ran ad campaigns to boost brand visibility.
- Monitored performance with Hootsuite, HubSpot, and Google Analytics; optimized strategies.
- Handled data entry, event planning, resume and LinkedIn writing, and email management.
- Coordinated meetings and prepared documentation.



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SKILLS

Digital Marketing: Social Media Management (Hootsuite, Buffer), Email Marketing (Mailchimp, Klaviyo), E-commerce (Shopify), SEO Optimization (Moz, SEMrush), Data Analysis (Google Analytics)

Software Proficiency: Adobe Creative Suite (Photoshop, Illustrator), Canva, WordPress, Wix, Shopify, Zoho, Hubspot.

Administrative Support: Bookkeeping, Payroll Management, Invoicing, Billing, Account Management, Scheduling, File Organization, Data Entry, Meeting Coordination, Documentation Prep

Creative Skills: Graphic Design, Content Creation, Copywriting, Web Design, Visual Merchandising, Resume Writing, LinkedIn Writing

Sales & Customer Service: Direct Sales, Cold Calling, Upselling, Customer Outreach, Call Center Operations, CRM Software

WORK EXPERIENCE

Virtual Assistant/Digital Marketing Specialist

Virtual Gurus - Remote

July 2022 to September 2023

- Delivered comprehensive support, including bookkeeping, scheduling, and billing.
- Managed social media accounts and created engaging content, including graphics and copywriting.
- Executed e-commerce projects and web design tasks, providing high-quality graphic design services.
- Implemented targeted email marketing campaigns using HubSpot, Mailchimp, and Klaviyo.
- Assisted with web design and maintenance using WordPress, Wix, and Shopify.
- Crafted compelling ad campaigns and used analytics tools to monitor performance and refine strategies.

Customer Outreach Sales Associate

Harry & David - Remote

September 2021 to February 2022

- Conducted outbound sales calls to inform customers about products and upsell additional services.
- Provided exceptional customer service, addressing inquiries and processing orders to generate revenue.

Reservation Sales Agent

NAVIS - Remote

May 2021 to July 2021

- Assisted guests with booking reservations and provided detailed information about accommodations and local attractions.
- Managed inquiries and ensured prompt, efficient service to enhance guest experience.

Direct Sales Representative/Assistant Manager

Vector Marketing - Waco, TX

September 2019 to February 2020

- Engaged in direct sales through cold calling and appointment scheduling.
- Conducted product presentations and managed client relationships to meet sales targets.
- Trained new employees and supervised sales team, fostering a productive environment.

Administrative Assistant/Digital Marketing Specialist

Dumas Seed Cleaners - Dumas, AR

June 2013 to June 2016

- Managed payroll, invoicing, and billing, and provided administrative support.
- Oversaw social media and website operations, creating engaging content and implementing weekly campaigns.
- Utilized analytics to measure performance and optimize social media strategies.