

# Madelynn Bianchi

Marketing Student at Monmouth University

Madelynnbianchi@gmail.com | 5517953076 | [Linkedin.com](https://www.linkedin.com/in/madelynnbianchi/)

## OBJECTIVE

---

Aspiring marketing and design professional eager to bring fresh ideas, strong visual storytelling, and modern brand thinking to a creative-focused team. Passionate about combining design and strategy to create memorable brand experiences.

## EDUCATION

---

### Marketing Student

September 2023 - Present

Monmouth University | West Long Branch, NJ

*Majoring in Marketing, Minorng in Graphic Design - Projected to Graduate in 2027*

## WORK EXPERIENCE

---

### Social Media & Marketing Intern

May 2025 - September 2025

Manic Kat Records | Pomona, NY

- Maintained Manic Kat Records' presence on various social media platforms and helped create and publish content that is relevant to the customer base
- Regularly analyzed and reported on the activity on social media networks as well as the company website.
- Learned how to reach communities, and promote events or programs through the internet, and gain experience in social media platforms and the tools used to assess their performance
- Worked with the rest of the social media marketing team to strategize, implement, and execute marketing campaigns and online activations to promote the organization and/or its artists

### Marketing, Events & Social Media Intern

September 2025 - Present

Pink Moon Boutique | Bradley Beach, NJ

- Assisted with organizing and hosting on-campus pop-up shops for university sororities, increasing brand visibility and sales
- Supported event setup, customer engagement, and merchandise presentation to create a positive shopping experience
- Collaborated with the boutique team to promote products and strengthen community relationships with student organizations
- Assisted with social media content creation and promotion

## ADDITIONAL WORK EXPERIENCE

---

### Retail Sales Associate

November 2021 - Present

Shoe Inn | Closter, NJ

- Assisted customers in the selection of merchandise, identified customer needs and provided solutions through product recommendations
- Used point-of-sale systems to accurately and efficiently process customer transactions
- Maintained a clean, organized, trendy, and inviting store environment, resulting in an increase in customer engagement
- Gained familiarity with the fast-paced fashion and retail environment
- Executed all opening and closing duties to company standards, contributing to improved efficiency and a consistently positive customer experience.

### Summer Camp Counselor

June 2021 - August 2024

Demarest Recreation | Demarest, NJ

- Facilitated planning, preparation, and execution of camp events and activities
- Collaborated with other counselors to ensure campers received the best possible safe experience
- Led fun and engaging activities that improved campers' physical and mental health

### Customer Service Representative

November 2022 - June 2023

Silver Palate & Grainberry Inc. | Cresskill, NJ

- Responsible for coupon mail-back program for pasta sauce and cereal
- Handled customer complaints via mail, and assisted with marketing campaigns via radio contests and coupon giveaways.