

Madelynn Bianchi

Marketing & Graphic Design Student at Monmouth University

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EDUCATION

Marketing & Graphic Design Student

September 2023 - Present

Monmouth University | West Long Branch, NJ

Majoring in Marketing, Minorin in Graphic Design - Projected to Graduate in 2027

Member of the American Marketing Association (AMA) chapter at Monmouth

AMA Secretary - April 2026 to Present

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.

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.

KEY SKILLS

- Social Media Platforms: Instagram, TikTok, Facebook, X, LinkedIn
- Design: Adobe Creative Suite, Canva, Figma
- Analytics & Tools: Microsoft Office, Google Analytics, Creator Insight analytics
- Other: Content Creation, campaign planning,