

Madelynn Bianchi

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| [Linked In: https://www.linkedin.com/in/madelynn-bianchi5555/](https://www.linkedin.com/in/madelynn-bianchi5555/) | Demarest, NJ & Long Branch, NJ

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

Freelance Designer

The Sawtooth Group | Red bank, NJ

Design & Marketing Intern from May 2026 - August 2026, Freelance Designer from August 2026 to Present

- Designed creative assets for social media, digital advertising, email marketing, websites, and client presentations.
- Developed concepts and visual content for clients across food, healthcare, retail, and consumer industries.
- Attended client photo and content shoots, assisting with creative direction and on-set production.
- Collaborated with the creative team to brainstorm campaign ideas and bring concepts from initial development to final execution.
- Created and refined layouts, graphics, icons, mockups, and branded materials while following client brand guidelines.
- Incorporated feedback from creative directors and clients to revise and strengthen designs.

Marketing, Events & Social Media Intern

September 2025 - June 2026

Pink Moon Boutique | Bradley Beach, NJ

- Assisted with organizing, hosting, soccial media and content for on-campus pop-up shops for university sororities, increasing brand visibility and sales
- Collaborated with the boutique team to promote products and strengthen community relationships with student organizations

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

Content & Social Media Marketing Intern

May 2026 - August 2026

Creationari & The Bridal Cut | Midland Park, NJ

- Created and edited social media content for Creationari and The Bridal Cut across Instagram and TikTok
- Captured real-time photo, video, and behind-the-scenes content at weddings and events
- Supported content planning and social strategy to strengthen engagement, visual storytelling, and brand presence

ADDITIONAL WORK EXPERIENCE

Retail Sales Associate

November 2021 - Present

Shoe Inn | Closter, NJ

- Assisted customers with product selection, identifying needs and providing personalized recommendations to enhance the shopping experience
- Maintained an organized, visually appealing store environment while supporting merchandising and brand presentation
- Managed POS transactions and daily store operations while gaining experience in customer behavior and fast-paced fashion retail

KEY SKILLS

- Social Media Platforms: Instagram, TikTok, Facebook, X, LinkedIn
- Design: Adobe Creative Cloud, Canva, Figma
- Analytics & Tools: Microsoft Office, Google Analytics, Creator Insight analytics
- Other: Content Creation & Strategy, Campaign Planning & Strategy, Detail Oriented, Highly Organized, Adaptability.