

Madison Hanks

New York, NY

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EXPERIENCE

Wholesale Market Intern | Rainbowwave | New York, NY May 2025-June 2025

- Managed showroom operations, including sample check-in/out, merchandising new collections, and maintaining a tidy, professional environment
- Supported client appointments by greeting buyers, assisting account managers, dressing models, and ensuring smooth transitions between meetings
- Provided hospitality services such as preparing refreshments, maintaining the kitchen area, and delivering attentive customer service throughout appointments

Marketing Intern | JM Living Concepts | San Diego, CA January 2025-May 2025

- Created and optimized weekly blog content using Google Keyword Planner for SEO, resulting in increased website traffic and improved search rankings
- Developed engaging multimedia content for the brand's 9,000 Instagram followers, including custom Canva graphics and edited Instagram Reels videos that expanded brand reach and audience engagement

Wholesale Market Intern | Rainbowwave | Paris, France March 2024, March 2025

- Managed showroom operations, including sample check-in/out, merchandising new collections, and maintaining a tidy, professional environment
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Marketing Intern | Showroom | Kiawah Island, SC May 2024-August 2024

- Analyzed data through Google Analytics to understand how campaigns and the website perform
- Worked with the marketing team to brainstorm and develop new marketing campaigns and social media content, as well as shoot and upload campaigns to social media

Logistics Assistant | Showroom | Charlotte, NC May 2022-August 2023

- Efficiently managed the processing and fulfillment of both domestic and international online orders via Shopify, utilizing multiple shipping platforms to ensure accurate and timely deliveries
- Conducted daily inventory checks, proactively identifying and resolving issues to maintain optimal stock levels and a smooth operational workflow

Customer Associate | Showroom | Kiawah Island, SC**May 2022-August 2023**

- Provided personalized styling services to customers, catering to their preferences for both everyday wear and special events
- Successfully drove sales, surpassing \$22,000 in product sales through effective communication and product knowledge
- Assisted customers with seamless coordination of shipping and online orders, ensuring a positive and efficient purchasing experience

EDUCATION

Point Loma Nazarene University: San Diego, California | Fermanian School of Business
Bachelor of Science in Marketing: Business Administration | May 2025

SKILLS

Collection Coordination, Merchandising, Wholesale Operations, Marketing Strategy, Customer Experience

Software:

Microsoft Excel, AI Prompt Engineering/GPT Building, Shopify, Squarespace, HubSpot, GoDaddy

Certifications:

HubSpot Digital Marketing, HubSpot Content Marketing, Hootsuite Social Marketing, Google Analytics