

# Madison D'Ambro



*Candidate for Bachelor of Science Degree in Marketing & Economics*

*Minor: Brand Communications*

## **EDUCATION**

### **Clemson University**

*May 2026*

#### **Bachelor of Science: Marketing**

- Coursework focused on consumer behavior, market research, digital strategies, and integrated brand communication
- Skilled in applying data-driven insights to real-world marketing challenges and tailoring marketing efforts to enhance value for consumers

#### **Bachelor of Science: Economics**

- Coursework in macroeconomics, econometrics, and market analysis
- Focused on leveraging economic principles to address modern business challenges, optimize decision-making, and drive strategic growth through data-driven insights

#### **Minor in Brand Communications**

- Highly focused on branding strategies, consumer psychology, and integrated marketing
- Emphasizes building strong, cohesive brand identities, crafting compelling narratives, and driving engagement through strategic messaging and media planning

## **EXPERIENCE**

### **Merchandising & Planning**

#### **Boll & Branch (2025-Present)**

- Contributed to ongoing product strategy and long-range planning efforts
- Worked with cross-functional teams to develop unique products in bedding, bath, and home markets.
- Ideated and pitched a new product, including thorough competitive analysis, customer breakdown, retail/digital merchandising, product development, and pricing information

### **Sports & Licensing**

#### **Collegiate Licensing Company (CLC) Licensee (2024-2025)**

- Obtained a license from CLC to officially use registered trademarks of Clemson University on custom footwear to bring custom apparel to fans
- Authorized to exclusively use Clemson's marks on custom footwear, ensuring brand compliance and maintaining university standards
- Learned intricacies regarding licensing, exclusivity contracts, approvals, and royalties

### **Restaurant Industry**

#### **Mercato Ristorante & Bar; Kooma Fusion; Mayer's Tavern (2019-Present)**

- Performed roles as bartender, server, hostess, menu developer, and operations support to ensure efficient restaurant service and customer satisfaction
- Assisted in general restaurant operations, customer service, promotions, and feedback for menu development

## **Contact**



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## **Academic Involvement**

- Wilbur O. and Ann Powers  
College of Business Student  
Advisory Board Secretary  
(2023-2024)
- Kappa Delta Epsilon Tau  
Director of Alumnae Relations
- Clemson Women in Business  
Member
- Clemson Marketing Association  
Member
- Wilbur O. and Ann Powers  
College of Business Student  
Advisory Board Member (2022-  
2023)
- West Chester Area Education  
Foundation Elected Student  
Representative
- West Chester Area School  
District Elected Student School  
Board Representative

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