

# MADISON SPANFELNER

## CONTACT

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122 Westfall Road  
Rochester, NY 14620

Madison Spanfelner/LinkedIn

## EDUCATION

Bachelor of Science dual degrees in  
Marketing and Management  
Information Systems

Rochester Institute of  
Technology (RIT)  
Saunders College of Business  
Rochester, New York

## SKILLS

Social Media Management  
Content Creation  
Photography  
Video and Motion Graphic Creation  
Digital Marketing  
Market Analysis  
E-Commerce Marketing  
Public Speaking  
Graphic Design  
Team Project Management  
Database Analysis

## SOFTWARE PROFICIENCY

Microsoft Word  
Microsoft Excel  
Microsoft PowerPoint  
Microsoft Visio  
Microsoft Access (SQL)  
Microsoft Visual Studios (C#)  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Google Ad Words  
Microsoft Windows and  
Macintosh Operating Systems

## REFERENCES

Available upon request. Please visit  
[MadisonSpanfelner.com](http://MadisonSpanfelner.com) to view  
additional experience and portfolio of  
creative work.

## PROFILE INFO

My experience and education in Marketing and Management Information Systems combines an understanding of the commercial and technical needs of customers.

I possess a variety of work experience and a high regard for results-driven customer service, teamwork and leadership. My excellent communication skills, presentation skills and creativity have delivered strong category market growth.

## WORK EXPERIENCE

**StoreSMART** – Rochester, New York, November 2019 to present  
Social Media/Digital Marketing Specialist; Responsible for all social media, digital marketing, website/

E-commerce, graphic design, photography and company analytics

- Management of all company social media including Twitter, Instagram, Facebook, LinkedIn, and Pinterest
- Creating and scheduling all digital content (Graphic Design, Product Photography, Motion Graphics, Video)
- Creating ad campaigns and analytic reporting of deliverables; including:
  - LinkedIn Growth: 876% organic increase in followers
  - Facebook Growth: +7,600 Page Likes and Followers while decreasing ad spending by 80% while improving results (Ad Clicks) by 43%
  - Pinterest Growth: Increased total audience by 58,000 monthly viewers while decreasing ad spending by 230% with improving results by 40%
- Responsible for digital marketing and ad strategy with purchase of online digital ad space.
- Graphics Assistant: responsible for various graphic design projects for custom printed products. Creating interesting and engaging advertisements.
- Website/E-Commerce Management:
  - Editing for the StoreSMART Website, Amazon, Ebay, and Etsy online stores
  - Editing product details including pricing, product copy, and images
  - Editing website highlight pages ("Happy Customer" Lists/Maps, Category Pages, etc.)

**LiveTiles (N3, LLC)** – Rochester, New York, Summer 2019

Business Development Representative

- Sales development and lead generation for the Software as Solution (SaaS) company LiveTiles.

**Article Group** – Rochester, New York, Summer 2018

Market Strategist Intern

- Tasked with researching market data and trends to support Article Group's informational insight in planning campaigns for large tech company clients.

**Wegmans Food Markets** – Fairmount, New York, July 2013-June 2019

- Customer Service, KBS Selling Team, Service Bakery, Cashier