

MADISON MIDGHALL

WORK EXPERIENCE



Marketing Coordinator

Brand (Labels & Love) **Fashion Boutique**

Portland, Oregon, and beyond.

September 2023 to Present.

- Responsible for the creation and management of Marketing Campaigns and Pitches.
- Managing store inventory, looking at Shopify analytics, running Google Ads, Creating social media content, more.
- Communicating and organizing influencer collaboration.
- Planning live pop-up events, helping execute photoshoots in studio, and updating E-commerce website layout.
- Create marketing email and text message initiatives.



Model / Talent

The Option Agency

Portland, Oregon, and beyond.

September 2020 to Present

- Promote products and services by partaking in Commercial, Print, and Digital Photoshoots.
- Model for local and national company/brand advertisements.
- Demonstrate features such as garment quality, style, and design.
- Apparel and fashion-focused surroundings have led me towards industry knowledge.



Nordstrom

Sales Associate and Styling Assistant

Portland, Oregon.

June 2022 to September 2023.

- Was responsible for organizing and selling high-end designer merchandise, operating cash registers and POS systems.
- Helped assist personal stylists, and gained a better understanding of the importance behind long-term client/customer relationships.
- Made a number of sales reaching weekly number goals, enhanced my customer service and customer commitment skills.



Private Golf Club Server

Portland Golf Club & Eugene Country Club.

PGC Portland, June to Sept. 2021. | ECC Eugene, March to June 2023.

- Supervised set up for Holiday banquets/Events, and coordinated service to multiple dining areas.
- Served long-term members, working in a team setting with co-workers ages 19-45+ in the restaurant, kitchen, and splash bar.
- Learned payment processing, cash management, print and digital billing.
- Resolved member, guest, and employee complaints.

UNDERGRAD STUDENT

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EDUCATION

The University of Oregon.
2020 - Present Eugene, OR.

- Expected graduation in **June of 2024.**
- Bachelor of Science undergrad.
- Advertising major, Multimedia minor.

RELEVANT COURSEWORK

- Writing, Design, Concepts
- The Creative Strategist
- Gender Media & Diversity
- Top Advertising Culture
- Media Professions
- Gateway to Media
- Time-Based Digital Arts
- Interactive Digital Arts

RELEVANT SKILLS

- Adobe Creative Cloud
- Microsoft Suite
- Canva + pro
- Processing / Java coding software
- Google Workspace
- Strategic + Social Selling
- TikTok, Instagram, and other Social Media Skills
- Art Direction and Digital Content Creation
- Attention to Detail
- Creative and Organized
- Strong Collaborator